MAY 4, 1959

THIRTY-FIVE CENTS

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

Tv code violators punished; plans for PR campaign reviewed Page 31

Revlon goes for quality with 90-minute, hour-long tv programs Page 39

'59 station revenue: how broadcasters expect business to go Page 54

CBS, NBC challenge FCC's stand on station representation Page 70

WAGA·TV's EARLY SHOW

SELLS ATLANTA'S ADULT

AUDIENCE at low cost!

Ratings are rocketing on WAGA-TV'S Early Show, 5:00 p.m. Mondays thru Fridays, featuring top Warner Brothers, RKO, United Artists, and Screen Gem movies that deliver a big adult audience at low cost. There's a new success story nearly every day — make the next one yours. See your Katz man.

Storer Broadcasting Company

Storer Television

WAGA-TV Atlanta · WJW-TV Cleveland · WSPD-TV Toledo · WJBK-TV Detroit · WITI-TV Milwaukee

Run it once-a-week or stripped across the board . . . in any size market—small, medium or large . . . daytime, early evening or nighttime . . . IT'S A GREAT LIFE delivers the big audience every time!

Here's a series that's topping its own outstanding network record with an even more successful syndicated run. Look at these ARB scores:

**DAYTIME STRIP**—Knoxville, Tenn. (Mon.-Fri., 1:00 p.m.) Leading its time period with a four-week 60% share and a 9.2 rating, IT'S A GREAT LIFE is among the highest-ranking daytime strips in the market.

**EARLY EVENING**—Cleveland, Ohio (Saturdays, 7:00 p.m.)—IT'S A GREAT LIFE tops SEA HUNT to lead in its time period with a 23.9 rating, 49% share-of-audience.

**NIGHTTIME**—Huntington, W. Va. (Sundays, 10:30 p.m.)—IT'S A GREAT LIFE, with a 15.5 rating, 36% share, leads in its time period, the first program ever to beat WHAT'S MY LINE in this market.

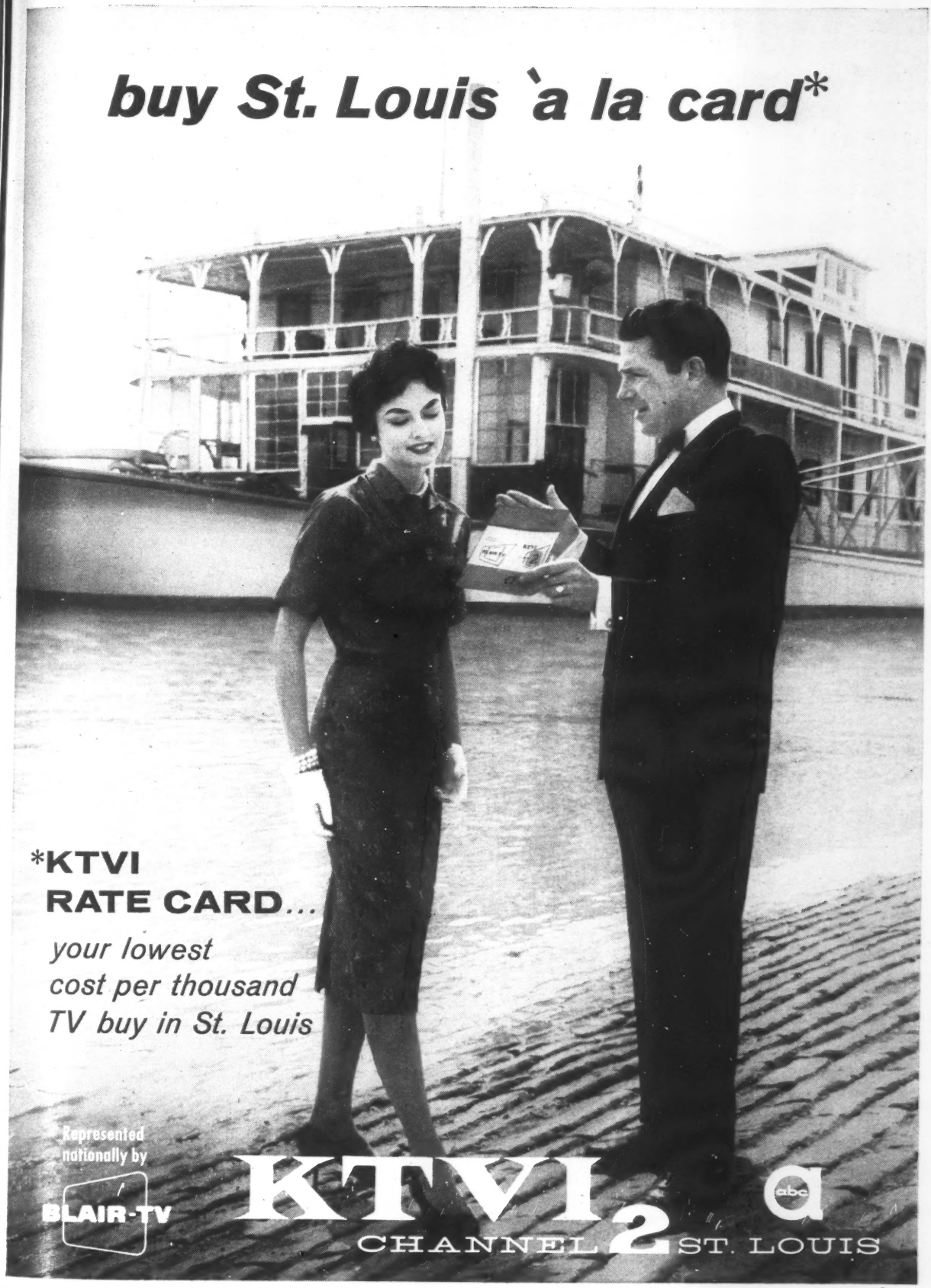
No wonder IT'S A GREAT LIFE has already been renewed for a third consecutive cycle in Seattle and Detroit! No wonder it's just been bought in Los Angeles for a full three cycles *in advance!*

Whoever you are, wherever you are, whatever your programming problem, a moment's calm reflection will reveal the sensible solution—IT'S A GREAT LIFE!

# VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC. • Canadian Representative: Fremantle of Canada, Ltd.

# buy St. Louis `a la card*

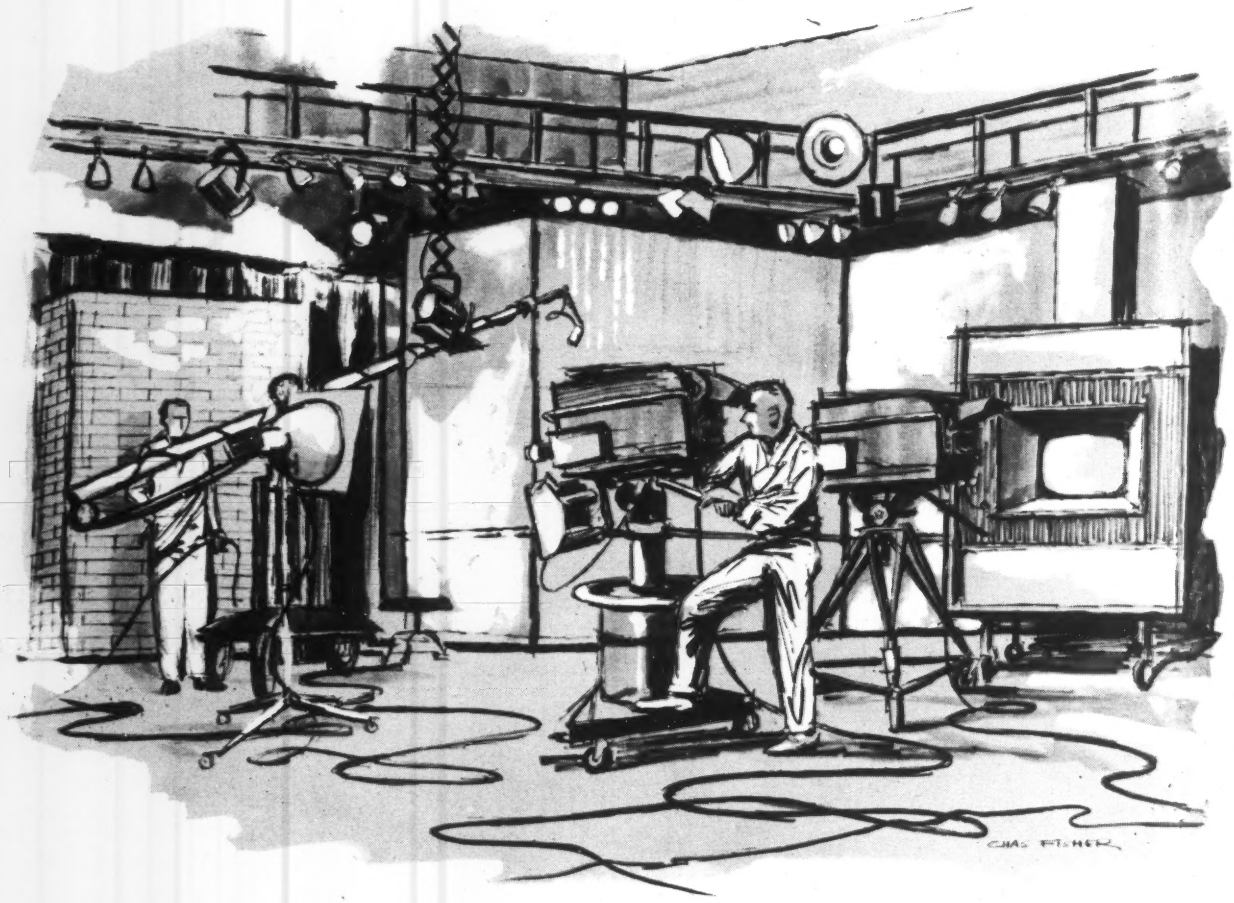


*KTVI
RATE CARD...
your lowest
cost per thousand
TV buy in St. Louis

Represented
nationally by
BLAIR-TV

KTVI 2
CHANNEL ST. LOUIS
abc


Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



# live, tape, film or net . . .

VIDEOTAPE

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
*Chairman of the Board*

Clyde W. Rembert
*President*

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

**MAXIMUM POWER** TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

# CLOSED CIRCUIT®

**Station trading** • Next major study by FCC is subject of radio and tv station sales. Staff is preparing historical-legal document on transfers and assignments, Commission policies and court decisions. It's due for submission to full FCC in week or so. Basic question is: When is station sale trafficking in licenses (forbidden by Communications Act)? Study was impelled by year-end Harris Oversight Committee recommendations, one of which was on station sales (BROADCASTING, Jan. 5).

**Fellows' future** • NAB's ad hoc committee negotiating with Chairman-President Harold E. Fellows on new arrangement upon expiration of his term in mid-1960, now is disposed to propose year-to-year renewals rather than long-term (five-year) contract. Mr. Fellows, who was 60 in March, now is drawing maximum pay of $75,000, plus $12,000 living expenses, per year. Upon termination of his presidency, he would become consultant at $20,000 per year until 65 and after that be pensioned at $7,500 per year.

*Ad hoc committee of eight will make interim report to combined NAB board at meeting in Washington, June 15-19. Considered at same time, it's expected, will be results of survey made by Stewart, Dougall & Assoc. on shape NAB should take. Trend seems to be in direction of federation of broadcasters under NAB aegis* (BROADCASTING, *March 16-23; April 6, 1959). Highest commendation reportedly is being given NAB's labor relations activities headed by Charles H. Tower.*

**Triple threat** • There's more coming from John P. Cunningham, board chairman of Cunningham & Walsh, on his advocacy of establishment of national educational tv system (AT DEADLINE, Feb. 9). Agency head warmed up on subject in talk slated for delivery to American Women in Radio & Television convention in New York over past weekend, and he plans major speech with more detail on same subject Thursday (May 7) at Ohio State U. Institute for Education by Radio-Tv meeting in Columbus. Mr. Cunningham has begun to take tripartite view of tv, differentiating among what he calls educational tv, commercial tv and "cultural tv."

**P.R. push** • Tiredest bunch of broadcasters in New York last Thursday night was all-industry public relations committee which that day submitted its recommendations for tv pr campaign to NAB tv board (see page 32). Nineman group, headed by C. Wrede Petersmeyer of Corinthian Broadcasting, after starting from scratch developed, wrote and brought in report and proposals in exactly one month and three days. Estimated minimum man-hours spent on project: 700 to 800. This was aside from time spent trying to keep on top of full-time jobs. Closing pace was so fast that some New York members didn't get home at all last week.

*That special five-man NAB Tv Board committee to explore and implement recommendations submitted last week for industry-wide public relations campaign should be ready this week to organize itself and get going. NAB President Harold E. Fellows said he expected to have acceptances in time for announcement probably today (May 4). C. Wrede Petersmeyer, only tv board member on committee that brought in recommendations, reportedly was approached about serving on new committee, but it's understood his first reaction was that he should not do so.*

**Front and back** • Sweetness and light onstage at Emmy awards telecast Wednesday (May 6) won't reflect backstage controversy over awards structure itself. New York members of sponsoring Academy of Television Arts & Sciences are split over maintaining current system of category awards (42 this year) or going to smaller number (10 or 12) of generalized honors for "outstanding achievement." Leading opposition are commentators Walter Cronkite and Ben Grauer.

**No hidden meaning** • Though WJR Detroit and WTAG Worcester, Mass. have signed for Radio Press voice news service, it's reported move has no bearing on future of Radio World Wide, cooperative program project in which they are two of leaders. At one time Radio Press was said to be under consideration as possibility for news service to all RWW stations. Sole significance of signings, it's understood, is that as only present RWW members who have disaffiliated from a network (CBS Radio), WJR and WTAG need additional news sources, of which Radio Press is one.

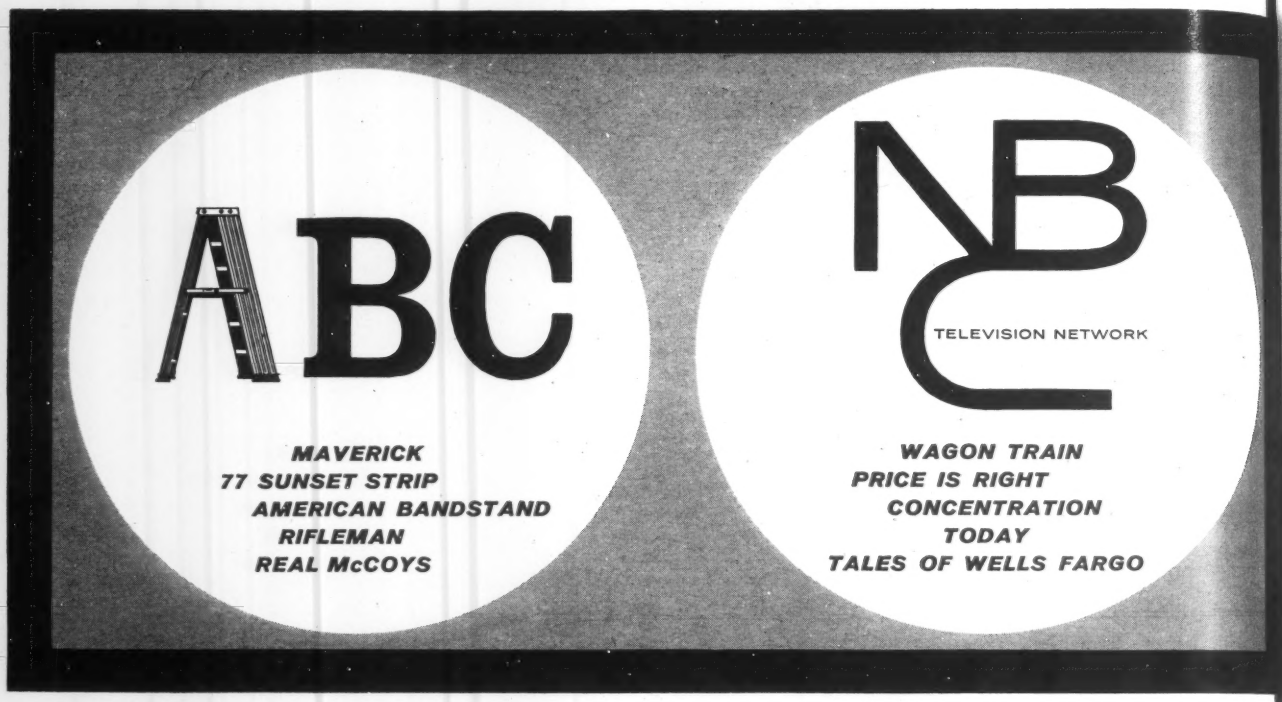
**Eye in the West** • Establishment of NAB television code office in Hollywood was voted by NAB Tv Board in New York last Friday, though officially they want to keep it quiet till more details are buttoned up—probably this week. Plan is to open office as soon as man is found to head it, but as of Friday officials reportedly were not decided as to exactly what type of executive they were looking for. Budget for office said to be in vicinity of $30,000 per year. Idea is to work more closely with tv film fraternity, and project is looked upon as two-year undertaking, at least. Plan was submitted to tv board by Don McGannon of Westinghouse Broadcasting, chairman of code review board.

**Power of a woman** • Loretta Young, whose *Loretta Young Show* has been on NBC-TV for years in Sunday, 10 p.m. period, had woman's last word in give-and-take engaged in by herself, by Procter & Gamble, her sponsor since show's inception, by P&G's agency, Benton & Bowles, and by NBC-TV. Her show next fall will stay right where it's always been although P&G wanted it moved. Philip Morris (Marlboro cigarettes) has signed on as full sponsor through Leo Burnett. P&G will pick up full tab of *Wichita Town*, Wednesday, 10:30-11 p.m., period to which P&G wanted Miss Young to switch.

**Argument for interims** • Here's one FCC commissioner's answer to complaints that FCC's interim plan to shoehorn more vhf channels into "critical" areas is premature. Criticism has been that before such stations become operational, FCC will know whether or not it is getting more v's from military and therefore long-range solution ostensibly should be established. Answer, according to key figure in working out interim policy, is this: If more v's are secured from military—or even if it becomes definite that none can be had and that other changes in allocations must be made—it will take 10 years more or less to make permanent adjustments. Therefore, drop-ins not only will take care of immediate problems and give public service quickly, but such stations will be in business for decade.

*Don't kiss off 12-channel vhf television service as future solution to tv allocations problem, even though FCC Chairman Doerfer's statement to Congress puts that possibility at very bottom of list of desirable long-range solutions. Some commissioners still feel—albeit regretfully—that it may come to this if Commission is unsuccessful in working out swap deal with military for more vhf channels and if Congress refuses to legislate requirement that all tv sets be capable of receiving all channels.*

*Programming with* **DOUBLE IMPACT!**




## **WSPD-TV** *tops Toledo with the best in* ***ABC*** *and* ***NBC***

*Leading shows of*
*the ABC and NBC Networks,*
*together with the finest*
*feature films, and*
*quality local programming,*
*combine to guarantee*
*dominance in Toledo!*

*Represented by the Katz Agency*

"Famous on the local scene"

**WSPD-TV**
CHANNEL **13** • TOLEDO

Storer Television

STORER BROADCASTING COMPANY

**WSPD-TV** Toledo · **WAGA-TV** Atlanta · **WITI-TV** Milwaukee · **WJBK-TV** Detroit · **WJW-TV** Cleveland

# WEEK IN BRIEF

MR. MORGAN

**Buy productive ideas, not 'bigness'** • The sincerity and sense of your program and its commercial message have much more sell-ability than mere size of show, talent or expenditure. Raymond R. Morgan Jr., vice president, Fletcher Richards, Calkins & Holden, Los Angeles, cautions to think whose money is being spent when fast talkers want to peddle something "big." It's in this week's MONDAY MEMO. Page **27.**

**Tv Board lifts seals** • Seven or more tv stations lose code membership as NAB directors act against violators of personal products ban, believed to center around Preparation H commercials. Board votes to name committee to carry forward the proposal for a major tv publicity campaign. Page **31.**

**From quiz to quality** • Revlon blueprints top-grade tv programming that will be coupled to quality cosmetic product image. Page **39.**

**Spot radio fights back** • Station Representatives Assn. to promote spot at agency level; H-R representatives starts campaign to bring "romance back into radio." Page **42.**

**Broadcast business better** • Most tv stations and over half of radio stations expect revenues this year to be above those in 1958, according to survey conducted by NAB. Page **54.**

**Labor legislation flaws** • NAB forms task force to watch labor legislation; President Eisenhower says Senate labor bill is weak because it fails to protect secondary boycotts and coercive picketing. Page **56.**

**NBC operates despite strike** • Network service continues after 1,500 NABET technicians walk off jobs following tape pickup in Paris. Network files suits against union claiming contract violations. Page **60.**

**Threat to baseball telecasts** • Dancer-Fitzgerald-Sample says pending legislation calling for blackout protection of minor league games could destroy network game-of-the-week telecasting. Page **66.**

**Should nets be reps?** • Of course, say networks and some of their represented stations in comments filed re FCC's proposal to force them out of representation business. No, never, says Station Representatives Assn. Page **70.**

**More vhf space?** • FCC announces it is consulting with government agency on long-range, 10-15 year allocations plan, with key target more vhf for television. AMST warns FCC to be careful on interim moves to shoehorn more v's into cities. Page **74.**

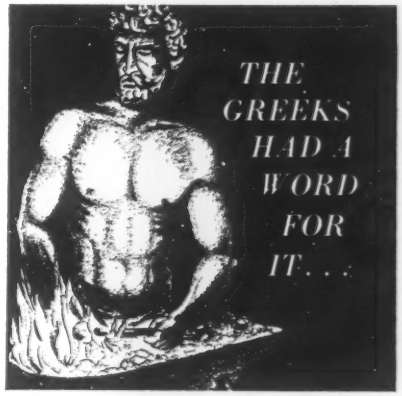
**Property rights in signals** • Three Salt Lake City tv stations ask U.S. court to rule on property rights in their signals and to restrain microwave and community antenna firms from using signals without permission. The suits may set an important legal precedent. Page **78.**

**Path to toll tv** • It will be made easier via public acceptance hastened by critics' attacks on commercial television's programming, says Paramount's Balaban. Page **83.**

## DEPARTMENTS


| | | | |
|---|---|---|---|
| AT DEADLINE | 9 | INTERNATIONAL | 85 |
| BROADCAST ADVERTISING | 39 | LEAD STORY | 31 |
| BUSINESS BRIEFLY | 48 | THE MEDIA | 54 |
| CHANGING HANDS | 58 | MONDAY MEMO | 27 |
| CLOSED CIRCUIT | 5 | OPEN MIKE | 20 |
| COLORCASTING | 84 | OUR RESPECTS | 109 |
| DATEBOOK | 14 | PLAYBACK | 97 |
| EDITORIAL PAGE | 110 | PROGRAMMING | 80 |
| EQUIPMENT & ENGINEERING | 93 | WEEK'S HEADLINERS | 10 |
| FANFARE | 94 | | |
| FATES & FORTUNES | 88 | | |
| FOR THE RECORD | 98 | | |
| GOVERNMENT | 70 | | |






*VULCAN*
**ΧΑΛΚΕΥΣ**
*ARMORER*

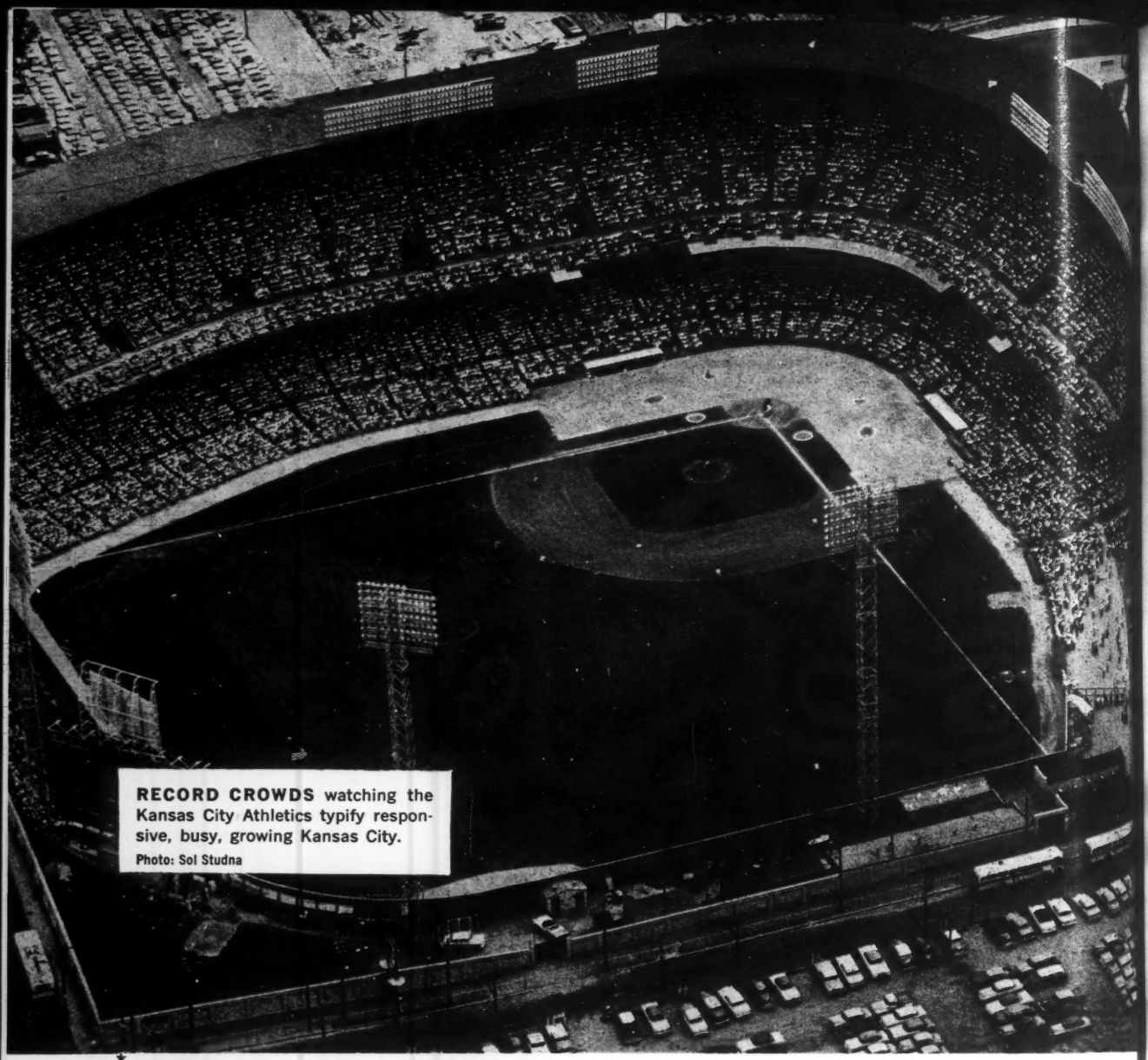
VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

**WCKY**
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio



**RECORD CROWDS** watching the Kansas City Athletics typify responsive, busy, growing Kansas City.

Photo: Sol Studna

# Kansas City has the pitch

Or should we say pitches! For Kansas City's a big-league town in lots of ways. The A's fill up the ball park week after week. The Downtown Committee has given the retail district a shot in its wallet. Redevelopment of the North End is making national news.

And it won't be long before there's an area authority to preside over the booming, bustling 4-county, 2-state community that is Greater Kansas City. More than a million persons live here. They pack a walloping buying power of nearly $2 billion.

So stakes (and steaks, as you well know) are big in big-league Kansas City. And KCMO-Radio —50,000 watts and basic CBS—has the leadership that can make your claim stick.

**KCMO-radio**

810 kilocycles · 50,000 watts
Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Station Manager

| | | | |
|---|---|---|---|
| KANSAS CITY | KCMO | KCMO-TV | The Katz Agency |
| SYRACUSE | WHEN | WHEN-TV | The Katz Agency |
| PHOENIX | KPHO | KPHO-TV | The Katz Agency |
| OMAHA | WOW | WOW-TV | John Blair & Co.—Blair-TV |
| TULSA | KRMG | | John Blair & Co. |

Represented nationally by The Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING Magazines.

# AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 31

## No agreement close in NABET NBC walkout

Work stoppage at NBC by 1,500 members of National Assn. of Broadcast Employes & Technicians continued last Friday (May 1), with no prospects in sight for settlement by weekend. NBC has continued radio-tv programming schedule since start of walk-out last Monday through use of supervisory personnel (see story, page 60).

Joint Council 16, International Brotherhood of Teamsters, which had announced last Thursday it would ask local unions in New York area to respect picket lines, reversed itself Friday morning and advised members they could cross lines. But NABET spokesman said Friday that some members of Teamster locals were respecting picket lines.

Support for NABET was announced Friday by Communications Workers of America, which said it had directed its members to respect picket lines. Joseph Beirne, president, said union was examining its contracts and if permissible, CWA would not operate telephone equipment on "hot cargo" NBC programs.

NBC spokesman said late Friday telephone company had given assurance that in any eventuality, service would be continued through use of supervisory and administrative personnel.

Sessions were held by both parties with federal mediator J.R. Mandelbaum late Thursday and on Friday but "no progress" was reported. Dispute resulted from taping of *Today* show in Paris. NABET workers at NBC in New York declined to handle tapes, claiming that basic positions in producing tapes were held by non-union, French technicians "in violation of contract" with network. NBC called union action "a strike," which abrogated "no strike" clause in contract.

## Asks free tv lift

American Dairy Assn., Chicago, which last week bought Lawrence Welk's *Top Tunes and New Talent* on ABC-TV for fall, has come up with soft sell twist in "public service films" built around 1960 Olympic Games, which it is offering free to stations. ADA has financed production and distribution of 13 3½-minute films which feature past Olympic champions. Films have opening and closing institutional commercial for American Dairy, plus fund appeal, with Bob Considine as m.c. Series made in cooperation with U.S. Olympic committee. ADA says some 200 stations have expressed prior interest.

## CBS-TV's Cuban 'bombshell'

Charge that Cuba today is "a totalitarian dictatorship and is rapidly becoming a communist beachhead in the Caribbean" was to be made in special CBS-TV film report yesterday (Sun., May 3, 6-6:30 p.m. EDT). Program featured CBS newsman Stuart Novins on return from two month investigation in Cuba.

In survey of Cuban economy, censorship, cultural and entertainment media, education and other factors, Mr. Novins said this about news media and advertising: "The bilateral squeeze—government on the one hand, communist-led unions on the other—that has clamped down on business, has also clamped down on business' advertising budgets. With revenue cut, most news media—newspapers, radio and television — are operating very close to economic failure. The government has just decreed a 30% wage increase for editorial employes. Many papers will have to close down. One Havana television station and a chain of radio stations have already been taken over by the government on political grounds.

"This network is now called 'Rebel Radio'—and it is run by Violetta Casals, a communist. Another television station has been 'persuaded' to keep a communist in its staff of news commentators."

## Dristan 'available'

Spot tv-heavy Dristan (with bulk of estimated $5 million advertising budget in medium) is latest account catch for agencies. It leaves Bryan Houston, N.Y., June 30, effective date of Houston's resignation of Whitehall Labs. account (which include Dristan [cold tablet] and two test products). Bryan Houston had account for little over two years, hopes to replace account that had "successful record." Whitehall's other most active tv agencies: Ted Bates & Co. (Anacin, Preparation H, among others) which has bulk; Sullivan, Stauffer, Colwell & Bayles, and Tatham-Laird (Kolynos Toothpaste). Dristan has hot sales record, claims rank next to Anacin in volume.

## ACLU reverses ban on air editorials

Ten-year policy against radio and tv station editorializing on public issues reversed by American Civil Liberties Union, New York.

Patrick M. Malin, ACLU executive director, and Thomas R. Carskadon, chairman of radio-tv committee, were to release policy statement yesterday (May 3) adopted by board of directors. Messrs. Malin and Carskadon emphasized reversal based on need "in today's turbulent, complex world for the fullest exchange of information and opinion, a need which the radio-tv industry is uniquely able to help fill."

ACLU's statement stipulates: "Such editorializing on any subject matter should be done in the context of a station's overall balanced programming, including that subject matter. There need not be an affirmative seeking out of an opposing view in every instance . . . but that opportunity will be offered for the presentation of a responsible opposing view seeking such opportunity."

In 1949 ACLU opposed decision of FCC's reversal of its 1940 ruling against editorializing, warning that it would be "confusing and unworkable" for stations.

## Two affiliate ABC

ABC Radio Friday announced signing of affiliation agreements with WTUP Tupelo and WBIP Booneville, both Mississippi, and both effective May 18. WTUP, owned and operated by Lee Broadcasting Co., is on 1380 kc with 1 kw. T. L. Estess is general manager. WBIP, owned and operated by Booneville Broadcasting Co., operates on 1400 kc with 250 w. Dexter Cadle is station manager. Both stations are E. O. Roden Stations.

**CONTINUES** *on page 10*

# AT DEADLINE

**CONTINUED** *from page 9*

## Regimen consent order

Federal Trade Commission to announce today (Monday) consent order forbidding Drug Research Corp., New York, from misrepresenting effectiveness and safety of "Regimen-Tablets," weight reducing product. Order is binding on company, its officials and its advertising agency, Kastor, Hilton, Chesley, Clifford & Atherton, New York. FTC complaint was issued last year, charged printed advertising and radio-tv commercials falsely stated no special diet, with up to six lbs. loss in three days, up to 10 lbs. first week. Agreement was for settlement purposes and did not constitute admission of violation.

## AFTRA, SAG talks set

American Federation of Television & Radio Artists announced Friday (May 1) that committee from AFTRA will meet with representatives of Screen Actors Guild in Hollywood May 9-10 to discuss selection of research organization which will study feasibility of merger between AFTRA and SAG. AFTRA delegation to be headed by Clayton (Bud) Collyer, national president, and Donald F. Conaway, national executive secretary.

## New Ampex vtr

New model VTR-1000-B video tape recorder to be unveiled by Ampex Corp., Redwood City, Calif., at Society of Motion Picture & Tv Engineers at Miami Beach convention Thursday. Innovations include cueing feature to simplify program production, better signal-to-noise ratio.

## Ariz. tv bid filed

Ling-Altec Electronics through wholly-owned subsidiary Friday filed application at FCC for ch. 3 in Douglas, Ariz. Ling-Altec proposed 0.595 kw visual, 0.372 aural, with antenna 238 feet below average terrain. Firm plans to spend $26,000 to construct, $38,000 for first year's operation and expects revenue of $43,000 first year. Ling-Altec, manufacturer of electronics equipment, is result of merger between Ling Electronics Inc. and Altec Companies Inc., announced last January.

## WOV aids WMCA fund

WOV New York Friday joined forces with WMCA there to solicit contributions to add to WMCA's $5,000 reward for information leading to arrest and conviction of persons responsible for abduction of rape suspect, Mack Charles Parker from jail in Poplarville, Miss. Since Wednesday (April 29) WMCA has aired hourly 30-second announcements for donations. Station said its announcements would continue indefinitely.

## • Business briefly

• Bristol-Myers Co., N.Y., has renewed *Peter Gunn* over NBC-TV (Mon., 9-9:30 p.m.) starting in fall and has placed order on NBC-TV for alternate-week sponsorship of Saturday 9-9:30 p.m. Time period for next season. Name of this program to be announced later. Agencies: Doherty, Clifford, Steers & Shenfield, N.Y. (for *Peter Gunn*) and Young & Rubicam, N.Y. (Saturday evening program).

• Miles Labs., Elkhart, Ind., has renewed sponsorship of *The Rifleman* (ABC-TV, Tues., 9-9:30 p.m.) starting Oct. 6 and also co-sponsorship of *Wednesday Night Fights* (ABC-TV, Wed., 10 p.m. to conclusion). Agency: Geoffrey Wade Adv., Chicago.

• Boyle-Midway Div. of American Home Products Corp., N.Y., on May 19 starts a summer-long spot campaign for Black Flag insect killer. Some 25 markets have been selected and others may be added for approximately six daytime and nighttime station breaks per week, the order, placed through J. Walter Thompson Co., continues through September.

# WEEK'S HEADLINERS

MR. HIRSCH

JAMES C. HIRSCH, national sales representative of Television Bureau of Advertising since 1956, promoted to newly-created post of director of national sales TvB. Before joining bureau, he was director of research, promotion and sales development for radio, Edward Petry & Co. N.Y. Earlier he had been sales manager of WRC Washington and director of advertising and promotion of WRCA-AM-TV New York.

MR. HOGUE

RICHARD P. HOGUE, formerly general manager of WXIX (TV) Milwaukee, named vp and general manager of KXTV (TV) Sacramento, Calif. Mr. Hogue has been in broadcasting field since 1939 when he started at KDKA Pittsburgh. Later he was announcer at WHN New York (now WMGM). In succeeding years he was on spot and network sales staff of ABC, vp and sales manager of Headley-Reed Tv, on sales staff of CBS-TV Spot Sales and commercial manager of WXIX (TV) before becoming general manager. KXTV, formerly KBET-TV, was recently acquired by Corinthian Stations, N.Y.

JOHN V. B. SULLIVAN, vp in charge of sales for WNEW New York, appointed general manager of station succeeding RICHARD D. BUCKLEY, who has resigned and sold his interest in Metropolitan Broadcasting Corp. to syndicate of investors (WEEK'S HEADLINERS, April 13). Mr. Sullivan joined WNEW in 1942 as promotion manager; was named account executive in 1948 and vp in charge of sales in 1957. Earlier he had been with WJZ New York (now WABC) and *New York Mirror*.

MR. WRIGHT

MR. ROBERTSON

JOSEPH S. WRIGHT, executive vp of Zenith Radio Corp., Chicago, elevated to president and general manager, succeeding HUGH ROBERTSON, who moves up to board chairman. Other top appointments: SAM KAPLAN from vp and treasurer to executive vp and assistant general manager and LEONARD C. TRUESDELL from vp and sales director to executive vp-marketing. Mr. Robertson fills post vacated by late Comdr. E.F. MCDONALD JR., and continues as chief executive officer. Mr. Wright joined Zenith in 1952, was appointed general counsel in 1953 and elected director in 1954 and vp following year. He was named executive vp in April 1958. Mr. Truesdell came to company in 1949 as vp in charge of radio-tv and was named vp and sales chief in 1955. Both Messrs. Truesdell and Kaplan are directors.

**FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES**

# BLAIR RADIO STATIONS

help FLAKO products show

# SOLID GAINS

*in important radio markets*

In market after market, FLAKO products are making new sales records. And their advertising is concentrated in one powerful medium—Spot Radio.

Through strategy planned by the parent organization, Quaker Oats, advertising of FLAKO products is closely geared to the distribution patterns in individual markets. In many of these markets, Blair Stations are the spearhead of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling-power:

**1.** *Local-interest programming*, which appeals to listeners throughout the station's own area in a way no distant program-source can duplicate.

**2.** *Local selling personalities*, who speak the language of the area they serve, and endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company—by far the most important group of stations and markets served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with your John Blair man. In many of your best markets, he represents stations that really sell.

John Blair and Company **National Representative for Major Market Stations:**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| New York | WABC | Washington | WWDC | Miami | WQAM | San Antonio | KTSA | Knoxville | WNOX |
| Chicago | WLS | Baltimore | WFBR | Kansas City | WHB | Tampa-St. Petersburg | WFLA | Wheeling-Steubenville | WWVA |
| Los Angeles | KFWB | Dallas-Ft. Worth | KLIF-KFJZ | New Orleans | WDSU | Albany-Schenectady-Troy | WTRY | Tulsa | KRMG |
| Philadelphia | WFIL | Minneapolis-St. Paul | WDGY | Portland, Ore. | KGW | Memphis | WMC | Fresno | KFRE |
| Detroit | WXYZ | Houston | KILT | Denver | KTLN | Phoenix | KOY | Wichita | KFH |
| Boston | WHDH | Seattle-Tacoma | KING | Norfolk-Portsmouth-Newport News | WGH | Omaha | WOW | Shreveport | KEEL |
| San Francisco | KGO | Providence-Fall River-New Bedford | WPRO | Louisville | WAKY | Jacksonville | WMBR | Orlando | WDBO |
| Pittsburgh | WWSW | Cincinnati | WCPO | Indianapolis | WIBC | Oklahoma City | KOMA | Binghamton | WNBF |
| St. Louis | KXOK | | | Columbus | WBNS | Syracuse | WNDR | Roanoke | WSLS |
| | | | | | | Nashville | WSM | Bismarck | KFYR |

***When the Red Army marches on May Day, when the Russians vault into space, or test us in Berlin or meet with us at Geneva, every American is thrust into the picture. An understanding of how and why is essential for all who believe that the strongest armor of a free nation is an informed citizenry.***

***Momentous events are impending in May. To place them in full perspective, NBC is presenting month-long news and information programming on a scale unprecedented in television. Scheduled in the evening and in the daytime, on weekdays and on Sundays, these television programs will offer every American a vivid insight into the forces and events that are shaping his future.***

***Emphasis on news is traditional with NBC. Each week, 5¼ hours of television news programs—more than on any other network—are presented by the world-wide staff and facilities of NBC News, the largest news organization in broadcasting and the winner, so far this year, of 16 major awards for excellence of coverage and commentary.***

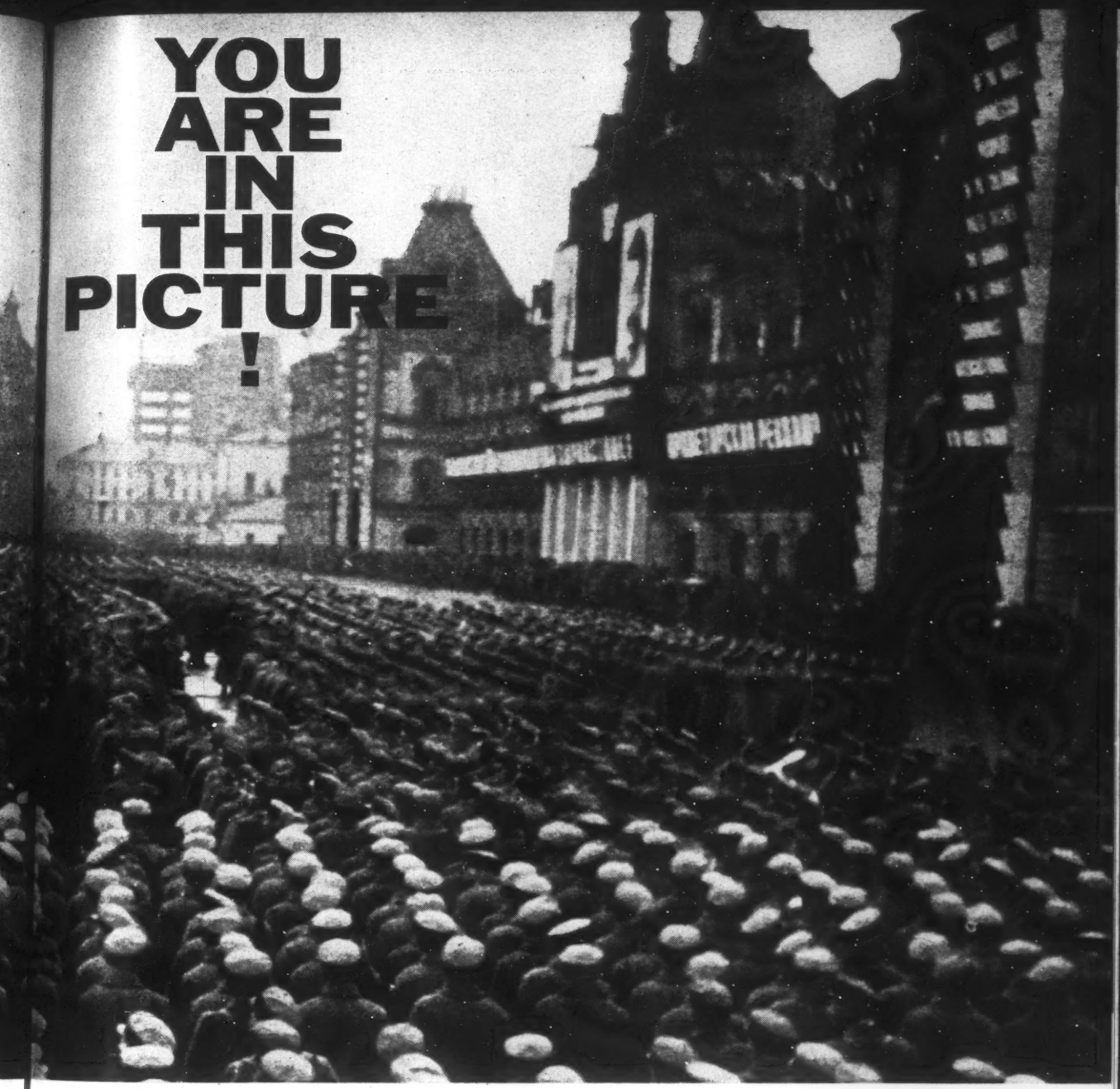
***This is one of the ways in which NBC practices its basic philosophy: totality of program service . . . rewarding television for every program taste, and for every public necessity.***

**TO WHOM IT MUST CONCERN!** KEEP THIS LIST NEAR YOUR TV SET. NO ALERT AMERICAN CAN AFFORD TO SAY AFTER THE FACT: **"IF I'D ONLY KNOWN IT WAS ON, I'D HAVE WATCHED IT!"**

---

**FIRST MEN INTO SPACE—PART I (MAY 3, 6:30-7:00 P. M.)** An exclusive two-part documentary, filmed at Wright Air Development Center, on how the U. S. tested its first seven astronauts physically and psychologically for survival in outer space.

**PRIMER ON GENEVA (MAY 3, 7:30-8:00 P. M.)** A guide to the forthcoming Foreign Ministers' meeting—possible prelude to the Summit—by five distinguished NBC newsmen: Joseph C. Harsch (London), Edwin Newman (Paris), John Rich (Berlin), Irving R. Levine (Rome), Frank Bourgholtzer (Washington).




**WHY BERLIN? (MAY 8, 8:00-9:00 P.M.)** NBC News' Chet Huntley pinpoints Free Berlin's importance in the current world political struggle with special film that tells the city's story in affectingly human as well as strategic terms. Live inserts will give last-minute developments on the eve of the Foreign Ministers' Conference.

**FIRST MEN INTO SPACE — PART II (MAY 10, 6:30-7:00 P.M.)** The conclusion of NBC's two-part documentary on how the U.S. tested its first seven astronauts.

**RED CHINA . . . UPDATE (MAY 10, 7:00-7:30 P.M.)** NBC News' second Special Report on Red China. Exclusive films, shot behind the Bamboo Curtain, show some of the growing failures in the Communist regime, reflected in open resistance to communal nurseries and the desire of Chinese families to return to many of their traditional ways. Frank McGee is narrator.

**GENEVA CONFERENCE REPORTS (BEGINNING MAY 11 TO THE END OF THE CONFERENCE)** NBC News' special corps of correspondents (Harsch, Newman, Rich and Levine), supported by two camera crews, will cover the Geneva Conference in full. Their reports will be carried on TODAY (7:00-9:00 a.m., Monday-Friday), HUNTLEY-BRINKLEY REPORT (6:45-7:00 p.m., Monday-Friday), inserted into other regularly scheduled programs when necessary, and incorporated into NBC News Specials.

**OUR MAN IN THE MEDITERRANEAN (MAY 17, 5:00-6:00 P.M.)** NBC News' David Brinkley, in the role of observer, brings his distinctive journalistic style to bear on the manners and moods of Cairo, Beirut, Athens, Rome, the Riviera, Algiers, Granada and Cadiz.

**NOW, AND TEN YEARS FROM NOW (MAY 24, 5:00-6:00 P. M.)** A look at the events leading up to the eventual employment of manned space satellites... and a glimpse at the exciting future. Part of the dedication of the Avco Research Center at Wilmington, Mass.

**MEET THE PRESS (SUNDAYS, 6:00-6:30 P.M.)** Penetrating questioning of the newsmakers—still to emerge from the month's breaking news—by the headline-making press panel that has recently interviewed such personalities as Fidel Castro and Anastas Mikoyan.

# NBC TELEVISION NETWORK

CANNONBALL RATES KUDOS! -GENERAL PETROLEUM

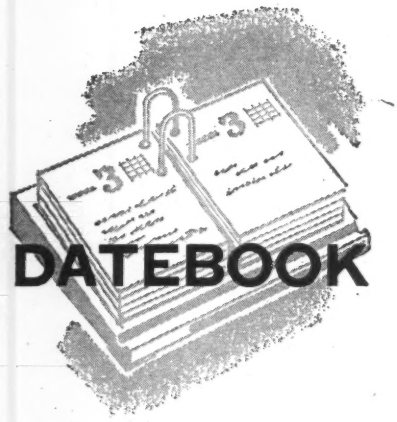
"CANNONBALL even greater success than anticipated. Most important to General Petroleum Dealers in the Phoenix area, CANNONBALL is promotable."

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • New York 22

Telephone • PLaza 5-2100




**A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS**

**(*Indicates first or revised listing)**

**May 3-9—Canadian Radio Week,** sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

**May 4**—Commencement of **FCC inquiry into television network program practices.** Chief Hearing Examiner James D. Cunningham presiding. Docket 12,782.

***May 4-6—National Aeronautical Electronics Conference,** Biltmore Hotel, Dayton, Ohio. Theme of conference, presented by Dayton chapter, IRE, is "Electronics Systems in the Space Age."

**May 4-6—Assn. of Canadian Advertisers,** annual conference, Royal York Hotel, Toronto, Ont.

**May 4-8—Society of Motion Picture & Tv Engineers,** semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

**May 4-9—Advertising Research Foundation** seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

**May 5—American Council for Better Broadcasts,** annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

**May 6—National Academy of Television Arts & Sciences,** 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

**May 6-8—National Community Antenna Television Assn. of Canada,** third annual convention, Queen Elizabeth Hotel, Montreal, Que.

**May 6-9—Ohio State U. Institute for Education by Radio-Tv,** Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

***May 7—Station Representatives Assn.,** 1959 advertising awards luncheon, Waldorf-Astoria Hotel, New York. Two awards will be made: "Silver Nail Time Buyer of the Year" award, established in honor of Frank Silvernail who retired from BBDO a year ago, and "Gold Key."

***May 7—Awards Banquet, Indiana U. Radio-Tv Dept.,** Bloomington, Ind., in Alumni Hall on campus. NAB President Harold E. Fellows will be speaker.

**May 7-8—Kentucky Broadcasters Assn.,** Sheraton-Seelbach Hotel, Louisville.

**May 7-9**—5th district, **Advertising Federation of America,** convention, Hotel Frederick, Huntington, W.Va.

**May 8**—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

**May 8—Connecticut Broadcasters Assn.,** Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

**May 8**—Ninth annual **Radio-Television Industry Conference,** San Francisco State College, San Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

**May 12—Wisconsin Fm Clinic,** Center Bldg., U. of Wisconsin, Madison.

**May 12-13—RCA Broadcast Equipment Seminar,** Statler Hilton Hotel, Washington, D.C.

***May 12-13—Communications Subcommittee of House Commerce Committee** hearings on Senate-passed bill (S-12) and seven House bills providing federal grants for educational tv.

***May 12-14—Toilet Goods Assn.,** Waldorf-Astoria, New York. Opening day agenda includes panel, "Power of an Idea," with these participants: Herbert R. Mayes, **McCall's,** moderator; Louis G. Cowan, president, CBS-TV; Edwin Ebel, vice president-advertising director, General Foods; George R. Marek, general manager, RCA Victor Div.; Charles W. Ferguson, **Readers' Digest,** and Dore Schary, author-producer.

***May 12-14—Public hearings, Board of Broadcast Governors,** Transport Board Rooms, Union Station, Ottawa, Ont.

***May 13—Iowa Broadcasters Assn.,** Hotel Ft. Des Moines, Des Moines. Howard Bell, NAB assistant to the president, will be luncheon speaker.

**May 13-15—Pennsylvania Assn. of Broadcasters,** Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

**May 14—Sigma Delta Chi** annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

**May 14—U. of Michigan Advertising Conference.** Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

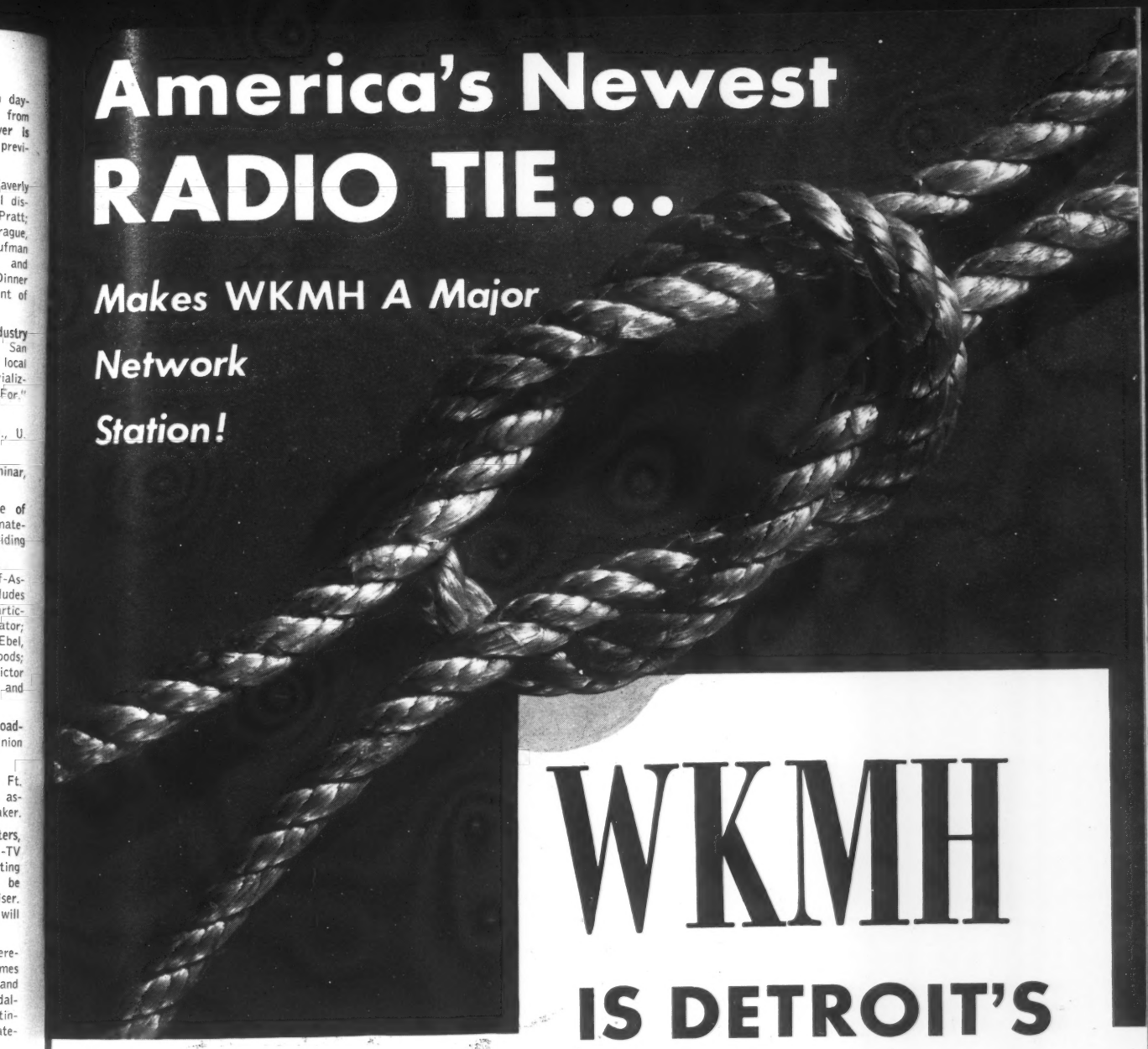
**May 14—Washington AP Broadcasters Assn.,** Washington Athletic Club, Seattle.

***May 14-15—Nebraska Broadcasters Assn.,** annual convention, Cornhusker Hotel, Lincoln. A discussion of broadcast editorializing is planned as well as freedom of information and radio programming.

**May 15—Iowa AP Radio & Television News Assn.** annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn.** convention.

**May 16-17—Illinois News Broadcasters Assn.,** spring meeting, Southern Illinois U., Carbondale. Speakers include Sam Sharkey, executive news director of NBC, and Frank Edwards, onetime network commentator now with WTTV (TV) Indianapolis. **Illinois AP Radio-Tv Assn.** annual meeting and **United Press International** business meeting also to be held.

**May 18-20—Annual Electronic Parts Distrib-**



# America's Newest RADIO TIE...

*Makes WKMH A Major Network Station!*

# WKMH

## IS DETROIT'S NEW CBS AFFILIATE

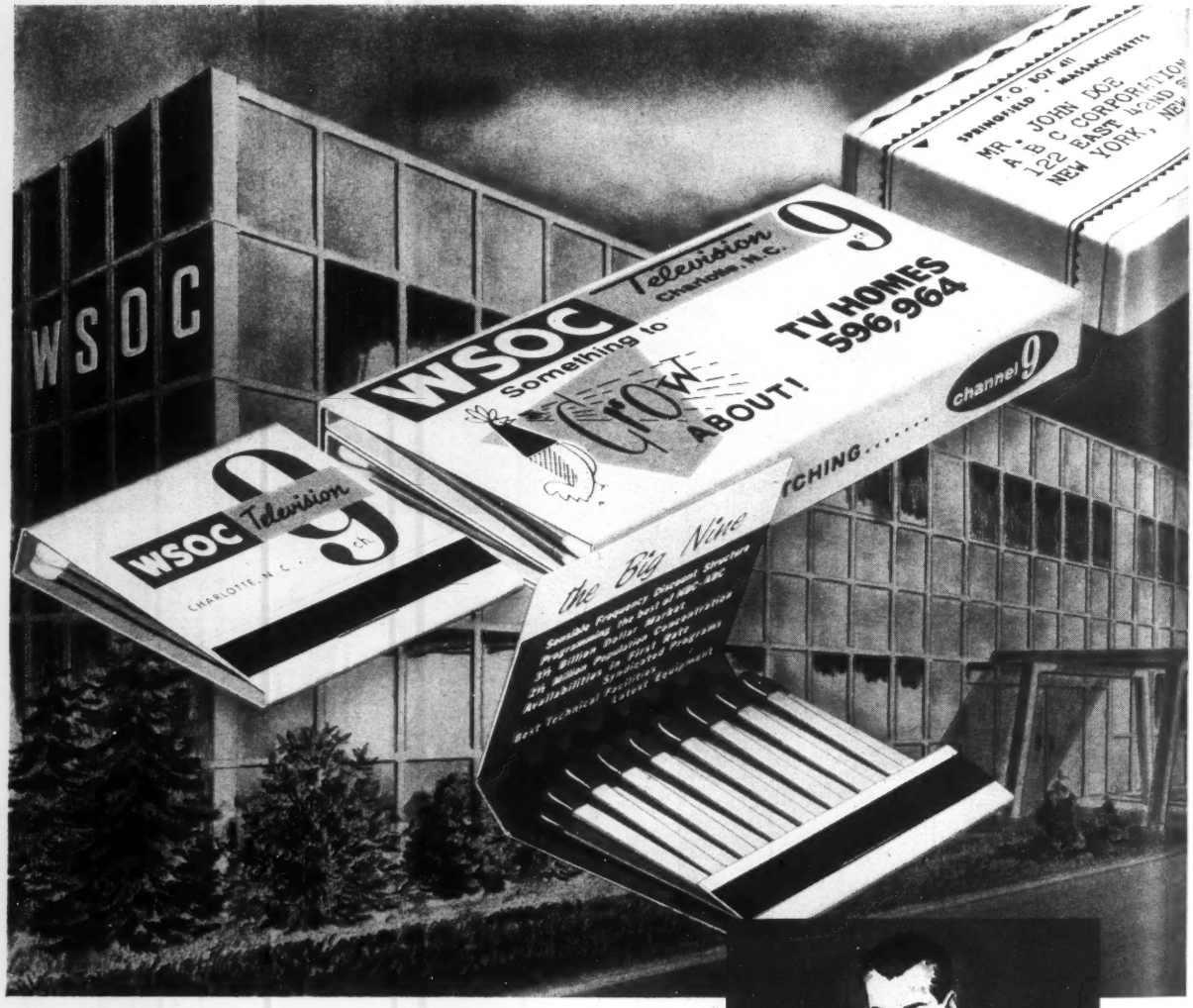
Adding to its present powerful list of radio personalities, WKMH will bring to its listeners such top CBS attractions as Art Linkletter, Robert Q. Lewis, Mitch Miller, Galen Drake, Amos 'N' Andy, Arthur Godfrey, the Metropolitan Opera, and the New York Philharmonic . . . plus CBS world-wide news coverage. Yet it will retain its identity as the foremost *family* station in the Detroit area . . . with programming for everyone. Get the facts on Detroit's *NEW BEST BUY* from Edward Petry and Company.

**WKMH Detroit - Dearborn**

*John Carroll, Managing Director*

*Effective May 24, 1959*

# "Book Match Advertising



Direct mail book matches arrive "on top" of the executive mail and your sales message is repeated 20 or 30 times per book. Book matches are invaluable for new product promotions, building company prestige, brand name and package recognition, salesmen's aids, reaching hard-to-see prospects.

# Sparks WSOC-TV SALES 3 DIFFERENT WAYS"

**writes C. George Henderson, executive vice president and general sales manager, WSOC Broadcasting Co., Charlotte, N.C.** "We're sold on book match advertising as an excellent medium for building our 'corporate image' as well as for specific jobs on special promotions. We use 'Diamensionized' book match advertising 3 ways: (1) as direct mail to time buyers and agencies, (2) as reminder advertising left on all local sales calls, (3) as institutional advertising placed in our lobby, at the press club and at civic luncheons.

"Our most recent order was prompted by the completion of our sparkling new million dollar home with the most modern telecasting facilities available anywhere. When we want *everyone* to know, we use book match advertising."

A recent survey audited by a C. P. A. firm, Scovell, Wellington & Company, proved that prospects *welcomed* WSOC-TV's book match advertising. *85% of the respondents receiving the direct mail book matches requested to continue receiving the mailings! 87% replied they considered book match advertising an effective way to keep the station's name before buyers.*

### Complete Service — Low Cost

Diamond Match handles all details, from package design to mailing on dates you specify to the lists you supply. And—the cost is surprisingly low. Diamond Counselors are professionally trained to design book match programs to meet your specific needs.

For more information on modern "Diamensionized" book match advertising, write on your letterhead.

## "DIAMENSIONIZED"

**Book Match Advertising Gives Your Advertising Message . . .**

1. **AN EXTRA DIMENSION . . . takes it out of flat 2-dimensions and gives it the third dimension of depth . . . something tanglible to put in the prospect's hand.**
2. **NEW MAGNITUDE . . . by constant exposure of the selling message.**
3. **NEW PENETRATION . . . through the high utility of Diamond Book Matches.**

diamond

**Book Match Advertising Dept.**
**DIAMOND MATCH Division of Diamond Gardner Corp.,**
**125-M Paridon St., Springfield, Mass.**

## HERE'S WHAT WSOC's PROSPECTS SAY ABOUT BOOK MATCH ADVERTISING

**"I believe this to be one of the most useful forms of station advertising available"**

**"Fine idea . . . and they're greatly appreciated"**

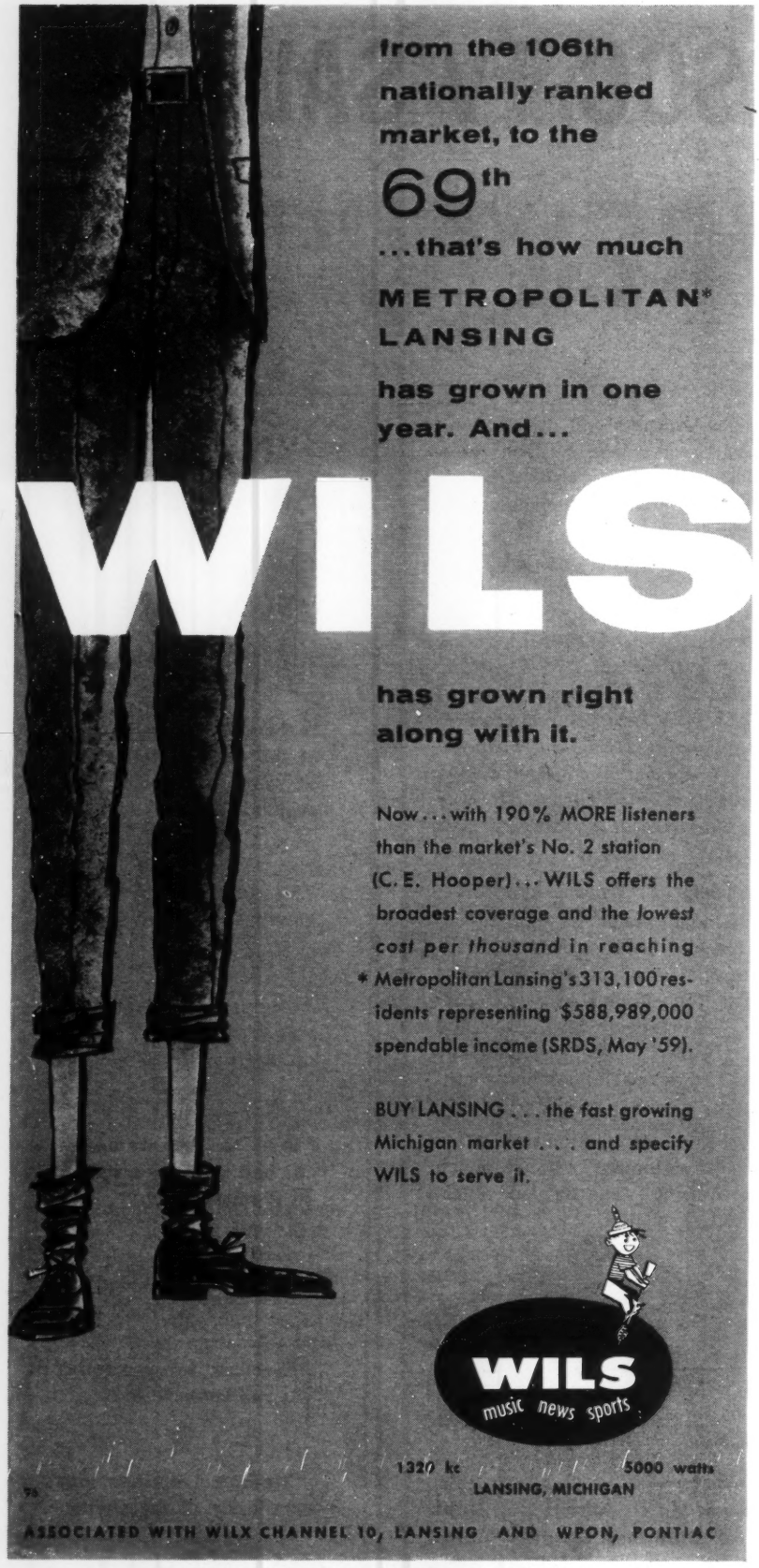
**"Everytime a match is struck WSOC-TV lights up in my mind"**

**"Book matches are one of the best ways for a station to promote"**

**"A constant reminder"**

**"Excellent for promoting the call letters"**

**"Medium reminds one constantly of the station"**




REPRESENTED BY VERNARD, RINTOUL & McCONNELL

utors Show, Conrad Hilton Hotel, Chicago.

*May 19—Film Producers Assn. of New York, annual industry dinner, Hotel Plaza, New York.

May 19—Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee. H.V. Kaltenborn, pioneer news commentator, to be featured speaker.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Docket No. 9321 et al.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, Highlights for Children magazine, will be chief speaker.

May 21-23 Montana Radio Stations Inc., Great Falls.

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

*May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

**JUNE**

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

*June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va.

*June 4-6—First meeting of new FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

*June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—UPI Broadcasters of Pennsylvania, Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.

# Pick a star...

The CBS Radio Pacific Network has the greatest galaxy of stars available to a regional radio advertiser anywhere. Entertainers like Art Linkletter and Harry Babbitt. Dramatic shows such as the daytime serials, Johnny Dollar and Suspense. Authoritative CBS Radio newsmen such as Robert Trout and Carroll Alcott.
There's no more effective, efficient way to reach westerners than by picking a fistful of stars on the quarter-million watt CBS Radio Pacific Network.
See your CRPN or CBS Radio Spot Sales rep for all the heavenly details.

CBS RADIO PACIFIC NETWORK

Represented by CBS Radio Spot Sales

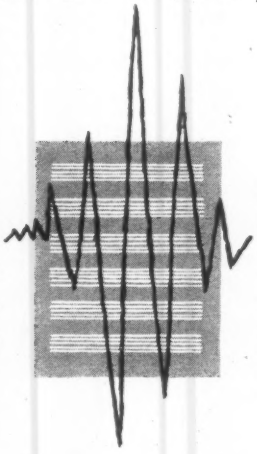
INTRODUCING C.R.C.'S NEWEST, MOST CREATIVE, RADIO STATION PROMOTION JINGLES....

# SERIES 10

*Available in Stereo or Monaural!*

Build a solid "Sound Image" with C.R.C.'s great new SERIES TEN. It's all there; big D.J. themes, powerful promo jingles covering every phase of modern radio, PLUS ten short I.D.'s built upon a distinctive musical trade-mark, in different arrangements. Send for your demo of SERIES TEN today! Or visit our Hotel Americana Suite during the Miami D.J. Convention. Either way, don't delay.

The big and brilliant sound has always been, and will always be, the C.R.C. SOUND. Put it to work for you NOW.



*MUSICAL ADVERTISING*
*STATION JINGLES*
*SALES AIDS*
*SCORING TO FILM*
*SOUND STAGE*
*3-TRACK STEREO*

**COMMERCIAL RECORDING**

*P.O. BOX 6726 • DALLAS 19, TEXAS*
*PHONE RI 8-8004*
*TOM MERRIMAN*
*president*
*BOB FARRAR*
*vice president*
*DICK MORRISON*
*general sales manager*

**BROADCASTING**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

*name* *title/position*
*company name*
*address*
*city* *zone* *state*
*Please send to home address — —*
* Occupation Required

## OPEN MIKE

### 'Freedoms legislated away'

EDITOR:

I was a little bit disappointed in your coverage of my slander indictment in that you printed a story (page 102, April 13) with very negative connotation . . . even the nationwide news services in their condensed version . . . mentioned that we had evidence which we stated could "prove every word of our allegations against the Oregon State Police. . . ."

Secondly, the legal consensus is that even if all we said [in broadcast editorials] were unfounded that it pretty well comes under the head of fair comment . . ."

On every side we are seeing our freedoms legislated away, one by one. There are various factors that cause mediums to be "lily livered" in the defense of what is right. Not that we feel that we are one who can infallibly determine that, but we do feel that all the pressure of the state was used through the grand jury to indict us to "keep us quiet" . . .

*W. Gordon Allen*
*KGAY Salem, Ore.*

### The lady's choice

EDITOR:

Would appreciate receiving the [cartoon] in your March 23 issue referring to *26 Men.*

Feel sure Russ Hayden [producer] will get a tremendous kick out of same.

*William L. Clark*
*Vice President, ABC Films Inc.*
*Hollywood, Calif.*

**[EDITOR'S NOTE: Sid Hix' cartoon showed a charming young lady answering an interviewer: 'My favorite program? Twenty Six Men.' Original art is en route.]**

### Right man, wrong network

EDITOR:

Thanks for the generous personal plug on page 80 of the April 27 issue regarding the National Industry Advisory Committee. However, I respresent Mutual, not NBC on the NIAC.

*Joseph F. Keating*
*Program Director, MBS*
*New York*

**BROADCASTING**

**SUBSCRIPTION PRICES:** Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

**SUBSCRIPTION ORDERS AND ADDRESS CHANGES:** Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

# IN MEMPHIS...

## It Takes WDIA

**AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION**

## to Complete the Picture!

**40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!**

## YOU MISS 40% OF MEMPHIS MARKET UNLESS YOU USE WDIA!

In Memphis—America's tenth largest wholesale market—here's one fact we *can prove*: Only WDIA sells the Negro buyer!

Within WDIA's 50,000 watt coverage is biggest market of its kind in entire country—one-and-a-quarter-million Negros . . . who earned $616,294,100 last year! And *spent* 80% of this tremendous income on consumer goods!

WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

*Write today for facts and figures*

**Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.**

# WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

**TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!**

# RESCUE 8

**JIM DAVIS** as Wes Cameron and **LANG JEFFRIE**
as Skip Johnson star in "Rescue 8"... the dramatic
... action-packed ... human-interest series.

# RATING MEANS ACTION!

Source: A.R.B. December 1958 — March 1959

| | | | | | | |
|---|---|---|---|---|---|---|
| 3-Station **MIAMI** WTVJ **34.4** RATING Audience Share 71.2% | 3-Station **PHILADELPHIA** WRCV **22.6** RATING Audience Share 49.7% | 7-Station **LOS ANGELES** KRCA **20.7** RATING Audience Share 39.4% | 2-Station **CHARLOTTE** WBTV **30.6** RATING Audience Share 61.0% | 3-Station **ALBANY-SCHENECTADY-TROY** WRGB **26.2** RATING Audience Share 60.1% | 2-Station **AUSTIN-ROCHESTER** KROC **43.8** RATING Audience Share 76.7% | 2-Station **ABILENE-SWEETWATER** KRBC **32.5** RATING Audience Share 66.5% |
| 2-Station **BAKERSFIELD** KERO **41.2** RATING Audience Share 64.4% | 2-Station **BEAUMONT-PORT ARTHUR** KFDM **43.5** RATING Audience Share 72.6% | 5-Station **SEATTLE-TACOMA** KING **22.0** RATING Audience Share 33.5% | 3-Station **BOISE** KTVB **34.2** RATING Audience Share 54.5% | 2-Station **SHREVEPORT** KSLA **41.5** RATING Audience Share 71.6% | 4-Station **DALLAS-FT. WORTH** WFAA **20.0** RATING Audience Share 32.6% | 3-Station **NEW ORLEANS** WWL **21.7** RATING Audience Share 42.1% |
| 3-Station **CINCINNATI** WLWT **20.6** RATING Audience Share 45.2% | 4-Station **DENVER** KLZ **23.0** RATING Audience Share 51.3% | 3-Station **EVANSVILLE** WTVW **33.1** RATING Audience Share 52.9% | 3-Station **TAMPA-ST. PETERSBURG** WTVT **30.8** RATING Audience Share 62.7% | 2-Station **LOUISVILLE** WAVE **31.2** RATING Audience Share 50.2% | 3-Station **ORLANDO-DAYTONA BEACH** WDBO **29.5** RATING Audience Share 48.9% | 2-Station **MOBILE** WALA **32.0** RATING Audience Share 52.5% |
| 2-Station **CORPUS CHRISTI** KZTV **33.7** RATING Audience Share 53.5% | 3-Station **PORTLAND, ORE.** KGW **23.3** RATING Audience Share 36.5% | 4-Station **MILWAUKEE** WTMJ **25.6** RATING Audience Share 36.5% | 2-Station **ROCHESTER, N.Y.** WROC **24.2** RATING Audience Share 64.9% | 3-Station **SACRAMENTO-STOCKTON** KBET **23.0** RATING Audience Share 52.6% | 3-Station **EL PASO** KTSM **25.5** RATING Audience Share 46.6% | 3-Station **SPOKANE** KHQ **21.9** RATING Audience Share 39.9% |

**39 ACTION-PACKED, RATING-RAISING HALF HOURS which Variety describes as a series "loaded with excitement and thrills-a-plenty." You'll call it your best investment for audience pulling-power and advertising results!**

WRITE, WIRE OR PHONE:

## SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

Miss Fran from

KWTV

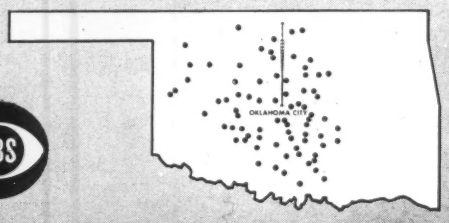
OKLAHOMA CITY

thrills youngsters throughout the KWTV Community

BUY the TOWER with SALESpower in Oklahoma!

Name a new puppet . . . and in just 9 days, youngsters from more than 75 towns, in the KWTV Community, submit names.

Miss Fran is a big plus in KWTV's *Community* Coverage . . . especially in the hearts of busy mothers!




CBS

See your PETRYman

in Synonyms...

it's Roget's Thesaurus

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Finding the **right** word is the first principle of being articulate. **Respected** (esteemed, time-honored, venerable) and **authoritative** (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK,** the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the **right** facts is the first principle of being profitably informed. The 1959 **BROADCASTING YEARBOOK** – covering **both** TV and radio – will be on their desks in August (and a full 12 months thereafter). They'll find it more valuable than ever...a veritable thesaurus* of information on every aspect of broadcast advertising. If **you** have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Circulation:** 16,000. **Final deadline:** July 15 (or – for proofs – July 1). **Reserve the position you want NOW before it's gone!**

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1959 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.



**BROADCASTING PUBLICATIONS INC.**

PRESIDENT.....Sol Taishoff
VICE PRESIDENT.....Maury Long
VICE PRESIDENT.....Edwin H. James
SECRETARY.....H. H. Taishoff
TREASURER.....B. T. Taishoff
COMPTROLLER.....Irving C. Miller
ASST. SEC.-TREAS.....Lawrence B. Taishoff

**BROADCASTING***

**THE BUSINESS WEEKLY OF TELEVISION AND RADIO**

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER.....Sol Taishoff
MANAGING EDITOR.....Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR..David Glickman
ASSOCIATE EDITOR.....Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle; STAFF WRITERS: George Darlington, Lee Edwards, Myron Scholnick, Jim Thomas; EDITORIAL ASSISTANTS: Malcolm Oettinger, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

**BUSINESS**

V.P. & GENERAL MANAGER.....Maury Long
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER.....Ed Sellers
PRODUCTION MANAGER.....George L. Dant
TRAFFIC MANAGER.....Harry Stevens
CLASSIFIED ADVERTISING.....Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER.....Irving C. Miller
ASSISTANT AUDITOR.....Eunice Weston
SECRETARY TO GEN. MGR.....Eleanor Schadi

**CIRCULATION & READERS' SERVICE**

MANAGER.....John P. Cosgrove
SUBSCRIPTION MANAGER...Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Haragеones, Charles Harpold, Marilyn Peizer.

**BUREAUS**

**New York:** 444 Madison Ave., Zone 22, Plaza 5-8355.

**Editorial**

SENIOR EDITOR.....Rufus Crater
BUREAU NEWS MANAGER....Donald V. West
ASSOCIATE EDITOR.....David W. Berlyn
N.Y. FEATURES EDITOR....Rocco Famighetti
STAFF WRITERS: Richard Erickson, Mary Hurley, Benjamin Seff.

**Business**

SALES MANAGER.....Winfield R. Levi
SALES SERVICE MGR....Eleanor R. Manning
EASTERN SALES MANAGER..Kenneth Cowan
ADVERTISING ASSISTANT....Donna Trolinger

**Chicago:** 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR.....John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT.....Barbara Kolar

**Hollywood:** 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR.....Bruce Robertson
WESTERN SALES MANAGER.....Bill Merritt
ASSISTANT.....Virginia Stricker

**Toronto:** 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

# RCA 5KW FM TRANSMITTER

## TYPE BTF-5B

## DESIGNED FOR MULTIPLEXING AND REMOTE CONTROL

**THIS NEW FM TRANSMITTER** is designed for both conventional and multiplex operation. Outstanding performance features such as, a direct FM system, built-in remote control provisions, screen voltage power output control, and many others, make the BTF-5B today's best FM transmitter buy.

**ADEQUATE COVERAGE**—Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. The high power level permits the use of low-gain antennas to achieve a high ERP.

**UNIQUE EXCITER**—New FM Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Automatic frequency control system with frequency detector prevents off frequency operation.

**MULTIPLEX ACCESSORIES**—Subcarrier generators for multiplex operation are available as optional equipment. There is room inside the new transmitter for mounting one of these generators. Exciter and subcarrier generators are also available as separate items for use with existing FM transmitters.

**BROADBAND ANTENNA**—New antenna designed to meet low VSWR requirements of multiplex system is available, along with a complete line of FM accessories.

★

*For all your FM needs call your nearest RCA Broadcast Representative, or write RCA, Dept. TA-22, Camden, N. J.*

**IN CANADA:**
**RCA VICTOR Company Limited, Montreal**

**OUTSTANDING FEATURES OF THE BTF-5B**

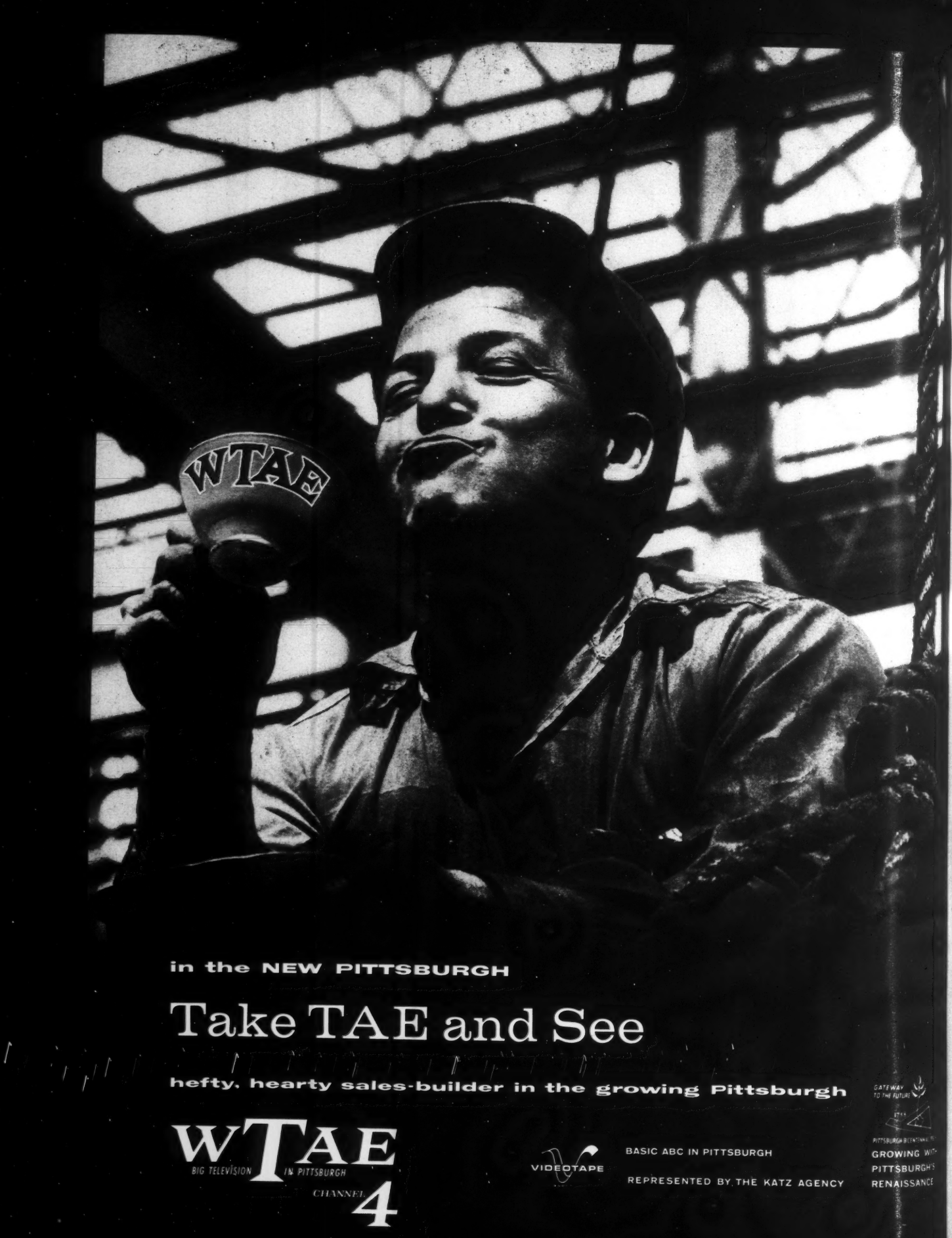
- **Designed for Remote Control**
- **Direct FM System**
- **Designed for Multiplexing**
- **Fewer Tubes and Tuned Circuits**
- **Built-in Oscilloscope for Easy Tuning**
- **Choice of Colors**
- **Matching Rack Available for Accessories and Additional Subcarrier Generator**

**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, NEW JERSEY

Tmk(s) ®




in the NEW PITTSBURGH

# Take TAE and See

hefty, hearty sales-builder in the growing Pittsburgh

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

VIDEOTAPE

BASIC ABC IN PITTSBURGH

REPRESENTED BY THE KATZ AGENCY

GATEWAY TO THE FUTURE

PITTSBURGH BICENTENNIAL

GROWING WITH PITTSBURGH'S RENAISSANCE

## MONDAY MEMO

*from* **RAYMOND R. MORGAN JR.,** *vice president, Fletcher Richards, Calkins & Holden, Los Angeles*

# Buy productive ideas, not 'bigness'

Once upon a time it was smart to be big. We said *once* upon a time. If you wanted an automobile you bought a Thomas Flyer. Of course, this highway hotshot was so clumsy it couldn't keep out of its own dust. But it was big—and that was the point.

If you were in the *big time* you had to have a *big* house. Out here, over in Pasadena, Orange Grove Dr. is lousy with big houses that people once thought were great. These magnified mansions are sleeping today in the California sunshine. You can buy them for buttons.

Women wore *big* hats—and big bustles. The symbol of the *big* business man was the big black cigar.

After size came sighs. Came "David" Ford and slew "Goliath" Thomas Flyer. Entered sleek streamlines and bumped bulging behinds into oblivion. Big cheroots disappeared from the mouths of men who started walking miles for little Camels.

**How Big Is Big** • Well, the great god size has entered the portals of television. What it is that provokes all the salaaming at his elephantine feet we don't know. Sheer size doesn't kid us a bit. But some people! If they could move the pyraminds into their offices, they'd do so and use them for paperweights just because they were big.

The creation of advertising is essentially a very simple operation. But it's made very complex by the scramble for size. We say the hell with size and all the phony things it implies. It doesn't take a regiment to turn out a great piece of copy.

Some *one* lonely guy cubby-holed with a typewriter does the job.

Some *one* artist covers canvas with crayon. And size doesn't have a damn thing in the world to do with whether it's good or bad. Corot wasn't a very big Frenchman and one of his best paintings wasn't so large. In fact, it was painted on the cover of a cigar box.

The patter of size is glib and glamorous, and, Mr. Advertiser, if you've got elephantiasis of the television ego, if you can stand big bills and migraine magnified, go ahead and buy size.

We live in Hollywood where people wearing names so big they would knock your hat off are wearing out our reception room chairs. We could get some latter-day DeMille to direct a big television show for you. Of course, he wouldn't want to do it in a television studio. He'd pack fifty thousand people into the Rose Bowl for the mob scenes. You'd get a thrill all right and apoplexy when the bill arrived.

**The Guy in Des Moines** • Don't tell us you've got to have the biggest television around because you've got big competition. That's lame duck logic. Why shoot your megacycles at your competitors? They're not interested in buying anything you've got for sale. Chances are, in your eagerness to outdo, outdazzle and outbuy, you'll forget that guy and his wife in Des Moines who are interested in buying. They don't know what the fuss is all about and wouldn't care if they did.

*Raymond R. Morgan Jr. b. Oct. 2, 1925, Oakland, Calif. High school into Marine Corps. Discharged in 1946 as a PFC ("Meet the only enlisted man in advertising"). B.A. Stanford U. 1949 (journalism). Joined WDSU-TV New Orleans as sales representative in 1950 and switched to his father's advertising agency three years later. A third generation Californian and second generation adman. Married a native as well, the former Mary Lou Johnson of Ojai. Became agency vice president in 1958. "Dad was the greatest idea guy and teacher on earth—and this we believe!"*

## 'You can't win on size alone'

You can't win on size alone. You want to know how many *viewers* you have? We want to know how many customers we make. You want to know what star you've got, what producer, director, arranger, orchestra, gag men and guests. Nuts! These things are just the accoutrements of television. It isn't what happens (or doesn't happen) in the studio that really counts. It's what happens in homes where the program is tuned in (or out).

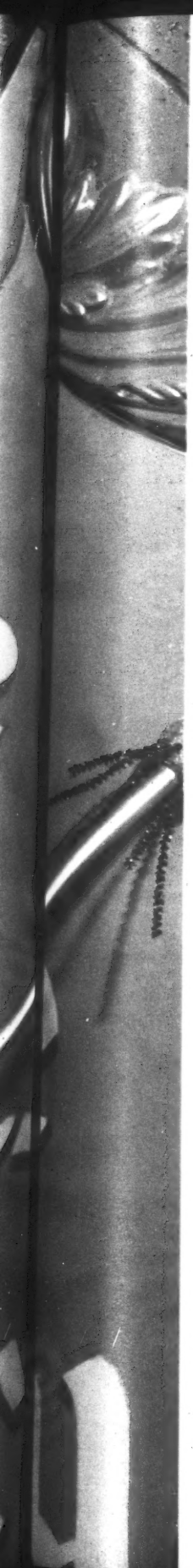
And that depends on the *size* of your program idea. It depends on the sincerity and sense—not the *showcase* or *size*—of your words. It depends on how well your salesmen can sell against your show. How much you know about the kind of merchandising that will go up and *stay* up. How much you know about landing publicity—not just now and then—but day after day. The list is endless.

Next time the fast talkers walk in and say "I've got something BIG," you can (and should) stop them cold in their tracks. Just ask them, "Is it a big program or a big idea?" Most of them won't know what you mean because they never had one. Oh, they'll tell you the show is a natural, the stars are honeys, the director is tops, the orchestra is swell and the gags are the greatest—but that's pretty empty talk . . . because it's your money they're talking about. And that's hard and real and when that runs out, you'll find many a loud larynx is stilled.

**Making It Count** • Two final thoughts if you're still crazy on the subject of size. (1) The *big* ideas, the ideas that hit, that live, are simple. (2) It's not so much what you have, but what you do with it. Neither require a budget that looks like the national debt. And when you spend less producing size you'll be able to buy *more* producing ideas!

Then strange and wonderful things will start happening to your business. Your competitor will laugh himself silly—at first. He'll think you're slipping, that he's got you on the run. Forget it. He's a bum anyway, so what do you care what he thinks! But you will be darn sure Mr. Guy in Des Moines won't forget you. He will believe you—and buy.

The
Blu
Fair



*The George Foster Peabody Award presented to "The Blue Fairy", WGN-TV, as the nation's outstanding program for children during 1958.*

# *WGN-TV— only TV station to win a Peabody award in 1958!*

The citation reads: "An imaginative and enchanting series, which, through live acting, puppetry and narrative, brings to magic reality the most enduring of children's stories. It is noteworthy that, despite nominations of network programs, this award goes to a program series telecast live and in color by an independent station in Chicago—WGN-TV."

WGN-TV is proud to have won this award. Its winning adds to a vast store of proof that WGN-TV's policy of quality programming presented with integrity results not only in industry recognition but in audience growth and loyalty as well.

WGN-TV originates more live and color programming than all other Chicago stations combined, and is dedicated to providing the finest programming and quality community service to the great Chicago market.

*WGN-TV channel 9*

*441 North Michigan Avenue • Chicago 11, Illinois*

# Stations on the move... in markets on the move!

## KOTV TULSA

The *first* station in *every* rating report for the last 10 years—in the *rich* half of Oklahoma.(1)

## KGUL-TV HOUSTON

The station with the *new look* in dynamic Houston—forecasted as the *6th largest* U.S. city by 1960.

## WANE-TV FORT WAYNE

First in Fort Wayne, serving Indiana's *second* market—in retail, food and drug sales, plus buying income.(2)

## WISH-TV INDIANAPOLIS

The *first* station in Indiana's *first* market (and 14th TV market) in *every* rating report for the last 4 years.(4)

(1) ARB, Nielsen, Federal Reserve. (2) Nielsen, Feb. '58. (3) ARB, Nielsen.

THE CORINTHIAN STATIONS *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 4, 1959
Vol. 56 No. 18

# REBELS AGAINST TV CODE STRIPPED

- **NAB Television Board pulls seal from 7 to 10 violators**
- **Bates' Rodgers says attitude on Preparation H unfounded**
- **N.Y. session also considers tv public relations campaign**

Seven to ten stations had their NAB television code memberships revoked and plans for an approximately $725,000-a-year television public relations program were taken under consideration as the NAB Television Board met in a day-long session last Thursday (April 30).

Revocation of the right to display the NAB television code seal was imposed on all of some "15 or 20" stations which had been cited to board for this meeting and which had not, following citation, either agreed to abandon the questioned practices or said they would withdraw voluntarily from code subscribership. G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the television board, said the "15 or 20" had dwindled—by reason of compliance with or voluntary withdrawal from the code—to "half or less" before the meeting was held.

A two-sentence announcement of the tv board's action on code revocations said only that it involved "several stations in various parts of the country" and was "in response to charges brought by the NAB Television Code Review Board for continued and willful violations of provisions of the code, relating to personal products advertising, triple spotting and advertising time standards."

But it was generally acknowledged that most of the "violations" related to personal products advertising — and, though the board members would officially name no product, that the one whose advertising was primarily involved was Preparation H, a hemorrhoid remedy. It had been confirmed earlier that 68 code subscribers were carrying the Preparation H commercials and that seven other subscribers were carrying the schedule but had notified Ted Bates & Co., the agency, that they were cancelling it (BROADCASTING, April 27). Counting non-subscribers, 142 stations are carrying Preparation H, and another 108 have cleared the copy but have not been ordered, according to Dan Rodgers, senior vice president of Bates.

**All Violators on Carpet** • Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the code review board, was said to have assured the television board that all stations continuing to carry hemorrhoid-remedy commercials would be hailed before the television board for code violation. The next tv board meeting is set for June 17.

The board's decision to revoke was not made without protest. Ted Bates' Mr. Rodgers sent a telegram asserting that after more than three years' exposure to the commercials "a substantial and responsible segment" of the public has given no indication it finds Preparation H advertising offensive. And another opponent of the board's action invoked a consumer study commissioned by the code review board itself.

This was said to be Julius Barnathan, ABC-TV vice president and research director. Mr. Barnathan, although known to be at the meeting, declined to comment on why he was present or what he said. But from other participants it was learned that he cited a consumer study, conducted for the code board last summer by W. R. Simmons & Assoc. Research Inc., an independent firm, which purportedly found that 82% of the respondents did not consider hemorrhoid-remedy advertising objectionable if telecast after children have gone to bed.

Mr. Barnathan was said to be there representing some ABC affiliates carrying Preparation H commercials. His position, similar to that of Mr. Rodgers, was described as being that it is discriminatory to classify hemorrhoid-remedy advertising as verboten when commercials for laxatives, deodorants, depilatories, toilet paper and the like continue without censure.

In addition to this opposition, it was known that the station of one television board member has been carrying the Preparation H schedule. This member's position in the board discussion was not learned.

**A Re-evaluation Plea** • Mr. Rodgers' message to the board maintained that there was "no evidence of trouble even after $2.8 million have been expended on tv" for Preparation H. He offered this suggestion:

"A thorough re-examination of the code, aimed at making it more appropriate to the time and maturity of the viewing public, might be a more states-

## Guarded door...

The NAB Television Board had this sturdy sentinel posted outside its meeting room in the Waldorf-Astoria last Thursday.

## . . . guarded words

At the end of a long day the board issued announcements which, in effect, postponed decision on a public relations program and ducked the question of why 68 code subscribers are still carrying a hemorrhoid commercial the Tv Code Review Board banned.

MR. PETERSMEYER MR. SHAFTO MR. MCGANNON

For public relations, more study; for the code, several seals lifted

manlike and more realistic solution than any attempt to impose a ruling inconsistent with conditions that exist today. We believe that thoughtful consideration of the above would result in a course of action in the best interests of the total broadcast industry."

The arguments were unavailing. Guarded though the television board's brief statement was, it made clear that those stations which had been cited—and had not afterward indicated they would comply or voluntarily withdraw from the code—had met revocation of their code seal privileges. Another board meeting was scheduled for Friday morning, but this was said to be for the purpose of hearing code board plans for the coming year.

Officials did say that any station whose code privileges had been revoked could obtain reinstatement by agreeing in 30 days to cease alleged violations.

**Lack of Precision** • Like the tv board's announcement of action on code violations, its statement on the Television Information Committee's proposal for an industry-wide public relations campaign was vague as to specific details, although it ran to four pages.

The tv board had unanimously voted, it said, "to carry forward immediately plans for a vastly increased industry-wide public information program."

The statement also said that the tv board received with "enthusiastic appreciation" an "extensive report" from the committee, which is headed by C. Wrede Petersmeyer, of Corinthian Broadcasting, and that the board authorized appointment of a five-man committee to "investigate the financial, organizational and functional relationships between the proposed program and the NAB and other industry organizations." The five-man committee, to be named "within the next few days" by NAB President Harold E. Fellows and to report back to the next tv board meeting June 17, also was asked to "develop and explore with affected components of the industry specific proposals for financing."

The committee is to be chosen from members of the NAB Television Board.

The overall assignment given to the new five-man committee was "to further define and implement the recommendations made by the [Petersmeyer] committee."

The report submitted to the board, the announcement said, described the "primary task" as being "to make possible the creation of a more informed atmosphere than now exists among many groups, both lay and professional, and among the general public." The program will seek to bring to "all elements of the american public a greater understanding of television's obligation and desire to serve the interests of all segments of the American audience."

**Foundation for Campaign** • One section of the committee report was made public. It was titled "Statement of Broadcasters' Convictions and Beliefs," and the board said it will form the basis of the forthcoming information campaign. This section reads:

"(1) The vast scope, impact and acceptance of television imply profound social responsibilities and opportunities. This places upon each component of the industry a heavy responsibility to be self-critical and to analyze continuously the programs it offers.

"(2) Television is a mass medium now serving virtually every home in America. Most of its programming efforts, therefore, must serve the desires and interests of the great majority of the American people. Yet broadcasters also recognize and undertake the important function of serving the specialized tastes and desires of minority audiences.

"(3) Television is not only an entertainment medium but an instrument of information, culture and education. While its major programming mission, as demanded by the American people, is to entertain, substantial parts of the schedule are and must continue to be devoted to informational, cultural and educational ends. It must present a full variety of program types so the public itself can make a choice.

"(4) Television has demonstrated unique power in marketing products and, therefore, serves as a powerful and constructive force in our economy. It functions most effectively, both for the viewer and the advertiser, when it adheres to reasonable standards in terms of frequency, length and good taste, as set forth in the NAB code.

"(5) While broadcasters take pride in the accomplishments of television, they also recognize an even greater potential still to be fulfilled. Each broadcaster, at the station as well as the network level, must constantly and critically re-examine his output to raise individual program standards, to create and expand program concepts and to enhance the diversity and balance of his whole schedule so that broadcasting may continue to advance in greater service to all."

The plan which the Television Information Committee presented last Thursday to the NAB Television Board was a last-minute modification of one adopted tentatively two weeks earlier.

**Budget Is Trimmed** • In its original version, the plan called for a budget of $1,140,000 a year (CLOSED CIRCUIT, April 20) and the appointment of an outstanding public figure to head the operation and an administrative deputy to run it. Committee members who favored that version spoke of finding a man of comparable stature to Eric Johnston of the Motion Picture Producers Assn. or Gen. Alfred Gruenther of the American Red Cross.

This version, which was understood to be supported by NBC-TV, was modified last Tuesday, reportedly after CBS had urged the recommendation of a much less ambitious plan. The plan submitted to the NAB tv board last week was a compromise between these two extremes. It embraced these main points:

• The television information office would have an annual budget of roughly $725,000 and a minimum life of three years.

• It would be headed by an experienced administrator but not necessarily one of national prominence.

• Stations would be asked to contribute each year the equivalent of three

# A good SALESMAN is more believable...

# and so is a good STATION!

CITY people, farmers, *everybody believes* a sincere, established salesman more readily than a fast-talking Johnny-Come-Lately.

This is exactly why WHO Radio *sells* better. For generations WHO has been known and respected throughout Iowa — and Iowans *believe what they hear* on WHO Radio. We make every effort to keep this confidence by providing them with outstanding professional programming — the *best* in news, sports, entertainment.

*As a result, more Iowa people listen to WHO than listen to the next four commercial stations combined. And they BELIEVE what they hear!*

Next time you consider radio — radio with the same outstanding qualities you demand in a salesman — remember to ask PGW about WHO, the very best there is in Iowa radio!

**WHO**

**for Iowa PLUS!**

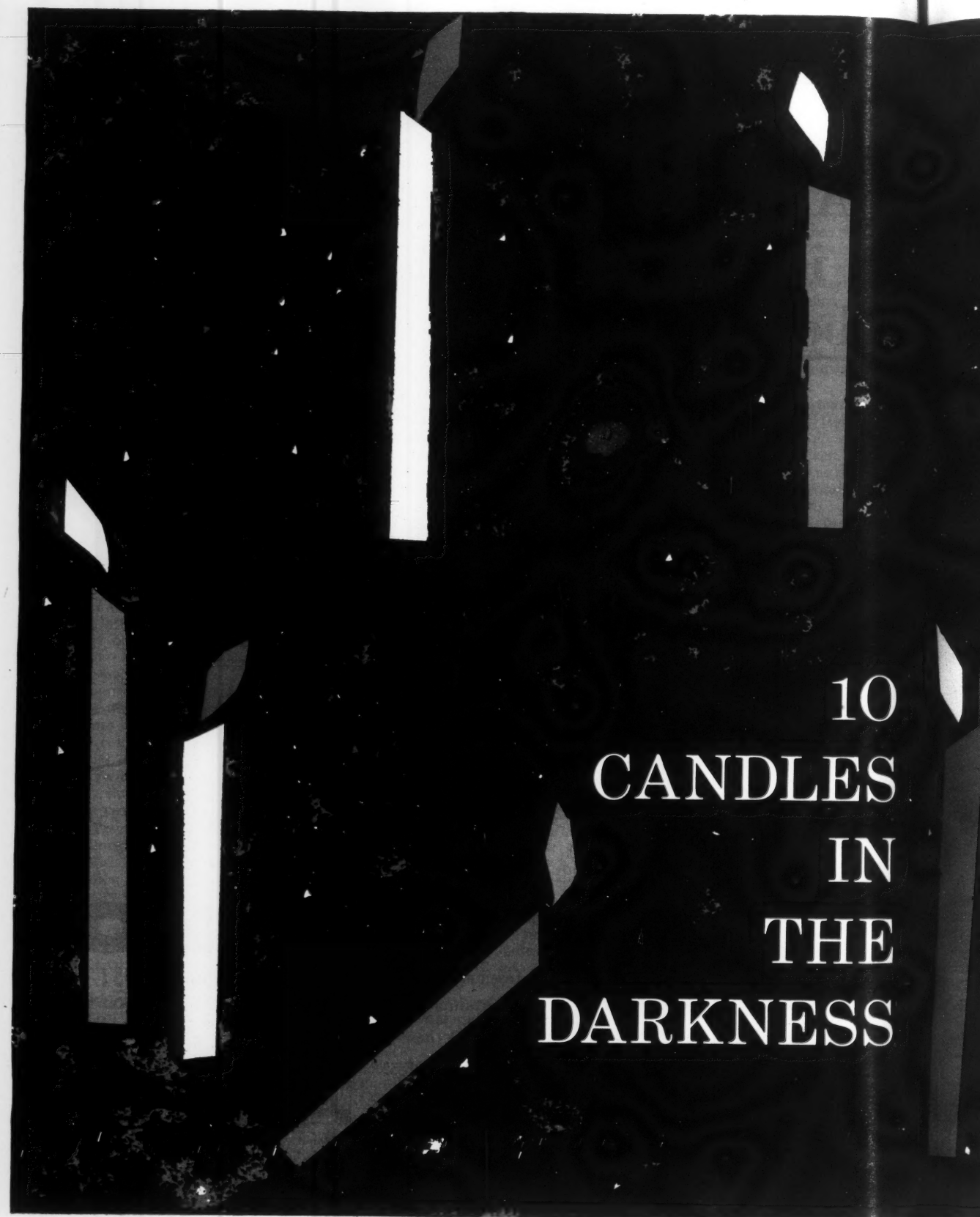
**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

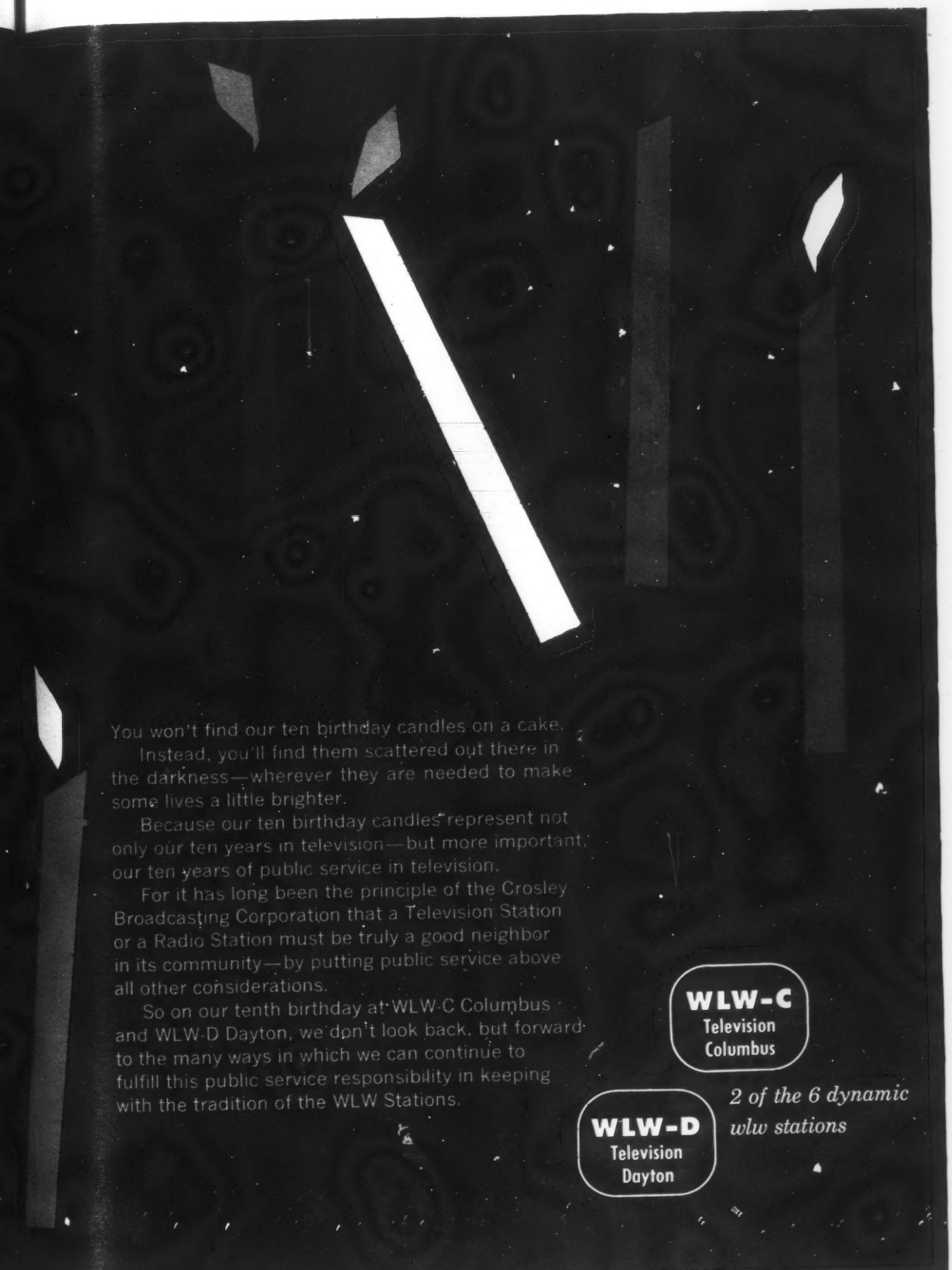
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
*National Representatives*




Crosley Broadcasting Corporation,

a division



You won't find our ten birthday candles on a cake.

Instead, you'll find them scattered out there in the darkness—wherever they are needed to make some lives a little brighter.

Because our ten birthday candles represent not only our ten years in television—but more important, our ten years of public service in television.

For it has long been the principle of the Crosley Broadcasting Corporation that a Television Station or a Radio Station must be truly a good neighbor in its community—by putting public service above all other considerations.

So on our tenth birthday at WLW-C Columbus and WLW-D Dayton, we don't look back, but forward to the many ways in which we can continue to fulfill this public service responsibility in keeping with the tradition of the WLW Stations.

**WLW-C**
Television
Columbus

**WLW-D**
Television
Dayton

*2 of the 6 dynamic wlw stations*

a division of Avco

**My Mommy Listens to KFWB**

Working mommies or home-type mommies... they all look to KFWB as the daddy of all radio stations in the Los Angeles area.

Once again Pulse reports KFWB first among all Los Angeles stations... night-time and day-time. Hooper says it this way: KFWB has more audience than all four networks combined!

Buy KFWB... **first in Los Angeles.** It's the thing to do!

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

times their highest half-hour rate, in three installments per year. Assuming 50% of all operating tv stations participated, this would bring in an estimated $415,000 a year.

• The three television networks would contribute a total of between $175,000 and $200,000. Their owned stations would contribute separately at the regular station rate.

• The NAB would contribute $75,000.

• Television station representatives, film companies and other suppliers and services would be invited to participate, at subscription rates to be determined.

The temporary Television Information Committee which developed the plan was appointed in mid-March at the end of the annual NAB convention in Chicago (BROADCASTING, March 23). A dramatic build-up preceded the formation of the committee.

At a convention of CBS-TV affiliates which was held just before the NAB convened, CBS President Frank Stanton announced his network was ready to invest $100,000 in a special research study to find out what people really thought of tv. He described that as a necessary preliminary to a public relations program. The CBS research project is now under way (see box this page).

**Sarnoff Sets the Stage** • In a keynote speech to the NAB convention two days later, NBC Chairman Robert Sarnoff called for an industry-wide public relations program supported by "all those with a stake in the medium." It was he who first publicly urged that the project be staffed and financed separately from existing associations.

Mr. Sarnoff also proposed that the project start with a survey of public attitudes toward tv.

In his Chicago speech, Mr. Sarnoff said the massive public relations campaign was needed because of growing criticism which he feels is creating a climate for more government regulation of broadcasting.

The day after Mr. Sarnoff's keynote address the television membership of the NAB adopted a resolution directing NAB President Harold E. Fellows to appoint the special committee to develop a plan and charging the committee to submit the plan to the NAB Tv Board by April 30.

The resolution said the campaign "is to be conducted in liaison with the NAB, but is to be undertaken as a major new effort and separately staffed, operated and financed."

The members of the Television Information Committee were appointed the day after the tv membership acted. They were: C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert D. Swezey, WDSU-TV New Orleans; Ward Quaal, WGN-TV Chicago; Jack Harris, KPRC-TV Houston; Roger W. Clipp, Triangle Stations; Don McGannon, Westinghouse Broadcasting Co.; Kenneth Bilby, NBC-TV; Charles Steinberg, CBS-TV, and Michael Foster, ABC-TV.

The committee elected Mr. Petersmeyer chairman. He is the only committee member who is also a member of the NAB Television Board. Privately he had been active among fellow NAB board members in urging an invigorated public relations effort.

All members of the information committee except Mr. Swezey were present for the submission of their report to the television board last week. Mr. Swezey was in Europe.

All tv board members were present: Chairman Shafto; Mr. Petersmeyer; Joseph Baudino, Westinghouse Broadcasting; John Fetzer, WKZO-TV Kalamazoo, Mich.; W.D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, WGAL-TV Lancaster, Pa.; Dwight Martin, WAFB-TV Baton Rouge, La.; Payson Hall, Meredith Stations; Willard Walbridge, KTRK-TV Houston; James Russell, KKTV (TV) Colorado Springs; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV, and David Adams, NBC-TV.

## Running start

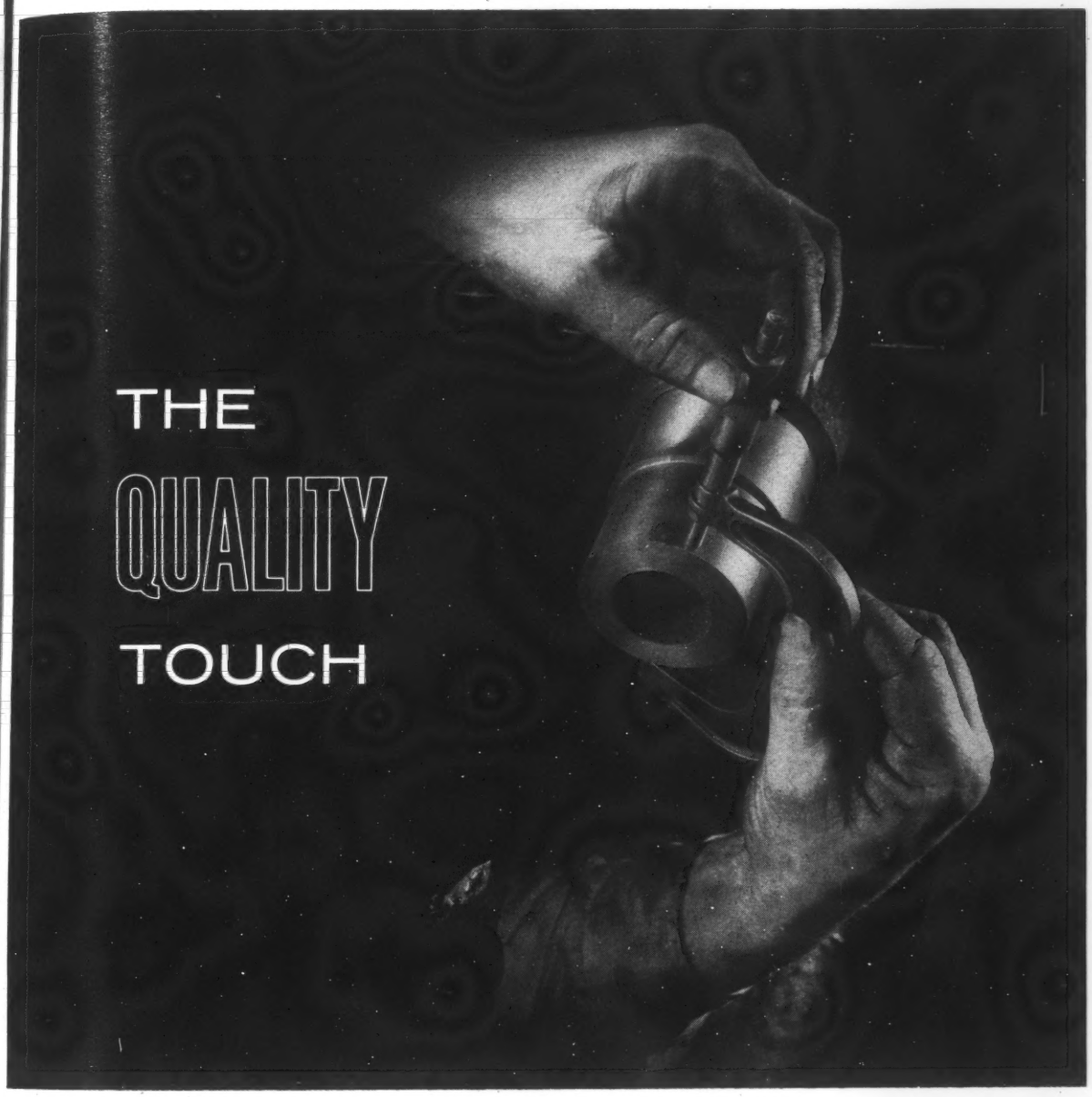
Preliminary work has been started on the CBS-supported, $100,000 studies of public attitudes toward broadcasting.

Much more must be done before the studies themselves are conducted. Questions and interviewing techniques will be painstakingly tested to make the surveys as immune to criticism as possible, a CBS spokesman said last week.

Two similar studies will be conducted independently by two research agencies, a commercial firm, Elmo Roper, and an academic organization, Columbia U. The public's attitudes toward both radio and television will be studied (CLOSED CIRCUIT, March 30).

When will results be known? CBS expects some of them will be compiled by next fall, but the complete findings may not be finished for a year.

As the results are tabulated and interpreted, they will be made available to whatever television information organization emerges from the present planning, in accord with an offer made by CBS to the NAB during the Chicago NAB convention last March.




Hands that are gnarled, calloused, grease-stained....yet there is a touch so highly sensitive, a mind so keenly trained that the entire key to the machine's effectiveness lies here.

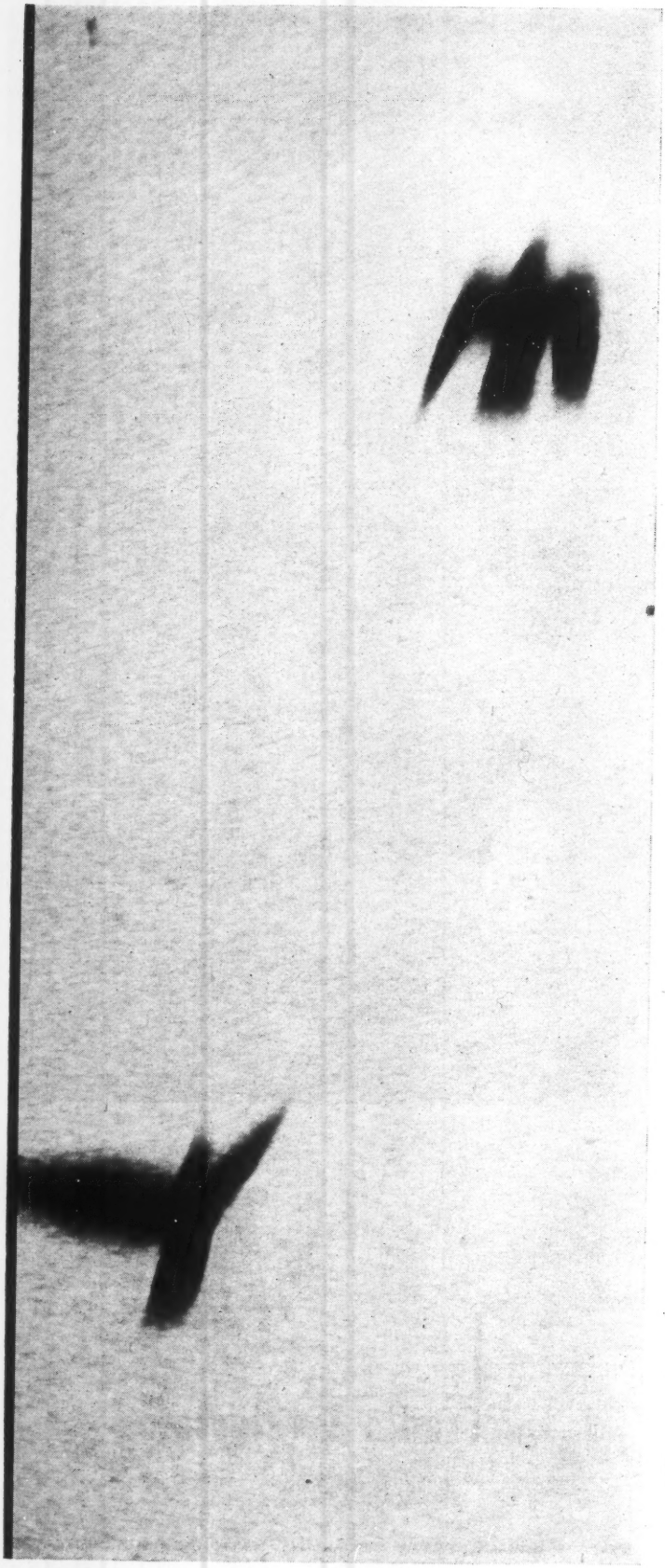
He truly has the "quality touch", just as the behind-the-scenes hands and minds and hearts guide the quality touch of great radio and television stations of today!

WFAA

radio & television

dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES



## The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel has just developed *five* new types of steel for the missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel.

*USS is a registered trademark*

USS United States Steel

# REVLON SWINGS TO 'QUALITY' BUYS

## Heavy tv-spender plans series of 90-minute and one-hour programs

Is Revlon Inc., New York, the multi-million dollar cosmetic advertiser, scenting a sizable swingabout in viewer preference in home-screen entertainment?

It was Revlon that made dramatic contact in 1955 with the tv audience by sponsoring the granddaddy of the giveaways—*The $64,000 Question* on CBS-TV—which before it met a natural death this past season spawned a host of quiz program imitators on the networks. *Question,* during its long stay on tv, led viewers to Revlon's commercials and to cosmetic counters everywhere, unquestionably spurring the sales volume of Revlon products to unprecedented levels.

Now Revlon is off on an entirely different tack: From the giveaway it is graduating to the high-quality, high-budgeted 90-minute variety show that the company hopes will appeal to what it believes is really the common denominator of the tv audience.

The Revlon project—a series of 15 90-minute specials will alternate with *Playhouse 90* in CBS-TV's prestige 9:30-11 p.m. period and five one-hour specials, presumably to be placed elsewhere during next season on the same network.

**Wants Quality** • The direction, according to Mort Green, who on June 1 becomes Revlon's director of television and radio, is to a concept of coupling "a quality cosmetic product with quality television entertainment."

He says it is fallacious to believe that tv entertainment must be aimed at the lowest segment of the audience—because "there is no such segment." The "audience is you and me," he said, and the public is receptive to tv programming that basically is good entertainment whether it be an appeal to sophistication or keyed to low comedy."

A mass medium, Mr. Green stated, always must have its share of "low-grade" comedy but the medium "grows and flourishes" with good entertainment, one that "sells with high-grade, wide-screen tv in its fullest intellectual sense."

Revlon will supervise its own show in the broad selection of material and name stars. Control generally will be invested in a triumvirate made up of company President Charles Revson, Advertising Vice President F. Kenneth Beirn, who moved to Revlon earlier this year from the presidency of agency C.J. LaRoche, New York, and Mr. Green, who currently is winding up affairs as writer on the *Perry Como Show* (NBC-TV).

**Heavy Network Spender** • In television, Revlon is basically network. Last year, the company invested more than $7.1 million at gross rates (time costs only) in the medium, and of this total more than $6.3 million was in network.

Tentative title of the 20-show series is *The Revlon Party*. The dramatic showcase, *Playhouse 90,* will total a series of 32 productions through the season, while *Revlon Party* will slot its 15 90-minute series in that Thursday period. The positioning of the other five hour-long specials is not set.

### Rich colors

A one-minute, color commercial for Revlon International, said to cost $15,000 to produce, was completed last week by Robert Lawrence Productions, New York. The color "spectacular" will be distributed in 62 countries, excluding the U.S., starting the beginning of June. It will be dubbed in 14 languages. Thirteen new shades of lipstick are presented in the commercial, according to Warren E. Adams, advertising manager of Revlon International. The company placed the order for the commercial with Lawrence Productions.

The cosmetics firm hopes to emphasize a well-written show and toward that end has hired Easy Aces Inc. (writer Goodman Ace's organization), which has been associated with Mr. Como's program. Messrs. Beirn and Green said program development will be "unhurried," permitting the performer to work out on the show "what he can do best."

**Trend Cited** • The trend in television among large corporations is toward quality programming, Revlon executives stated in citing duPont with its *Show of the Month* and Chevrolet with the *Dinah Shore Show*.

Revlon is keeping its plans close to the chest. "This is a quality story," said one executive, and "we don't want a money label." (There have been reports of a minimum $6 million time and talent tab for the project but the cosmetics firm will not discuss budgets.)

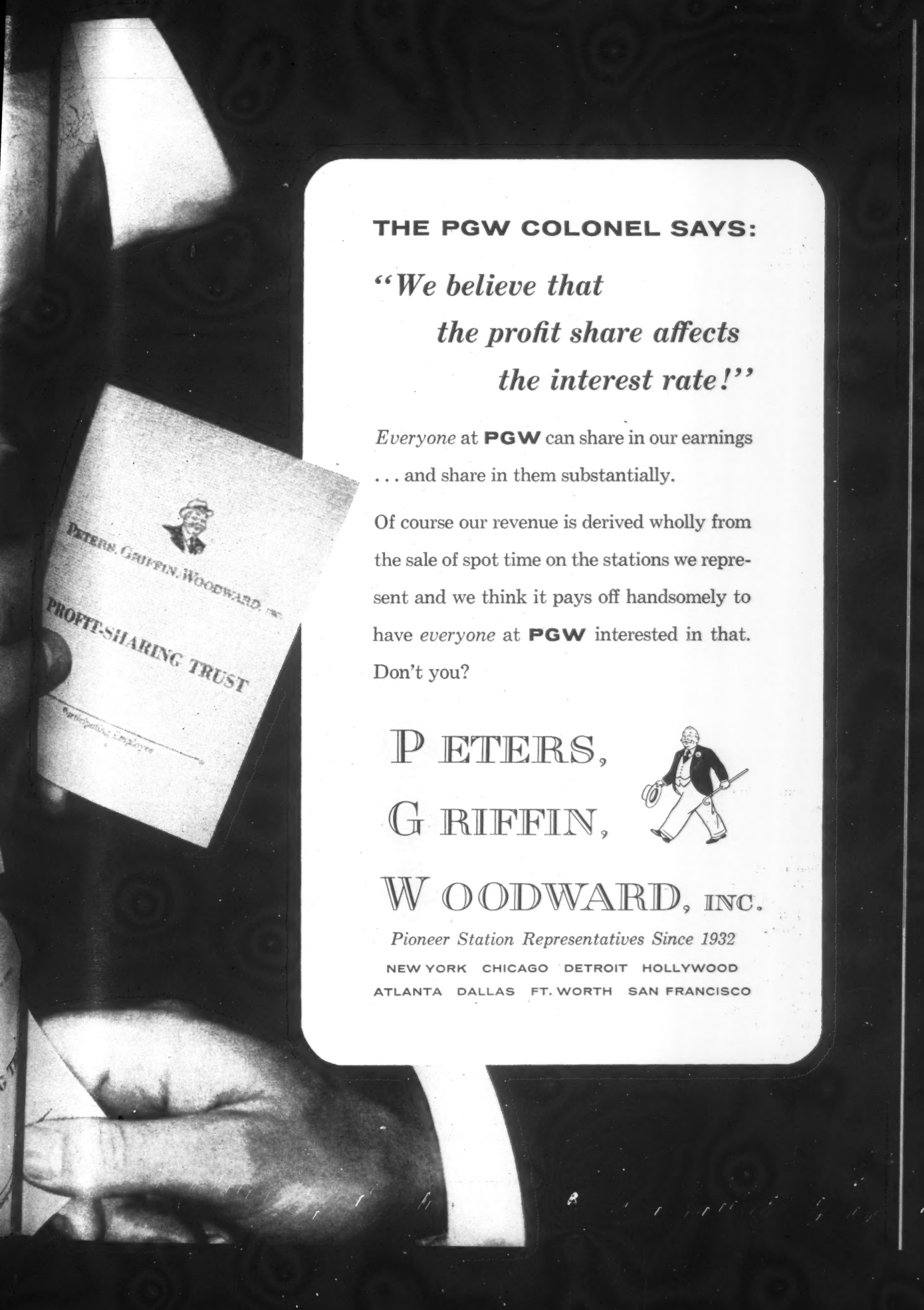
Programming in *Revlon Party* will cover the course, drawing material from comedy, variety, musical and dramatic formats. Dramatic vignettes will be used but one whole program will not be devoted solely to a dramatic production.

Revlon also plans specially-prepared commercials, which will be handled by the company-organized unit. This includes spot commercials as well as those prepared for the network show. Warwick & Legler will be agency of record on the show but "centralization of responsibility," as expressed by Mr. Beirn, will rest with Revlon.

The sponsor has committed itself to the series and to its "concept." Put another way by Mr. Green: "We are committed to the truth that we are not a nation of idiots and that television need not be the triumph of mediocrity."

REVLON TRIUMVIRATE—MESSRS. GREEN, REVSON AND BEIRN
'Centralization of authority' assures program control

PETERS, GRIFFIN, WOODWARD, INC.
PROFIT-SHARING TRUST
Participating Employee
PETERS, GRIFFIN, WOODWARD, INC.
PROFIT-SHARING TRUST
Participating Employee
PETERS, GRIFFIN, WOODWARD, INC.
PROFIT-SHARING TRUST
Participating Employee
PETERS, GRIFFIN, WOODWARD, INC.
PROFIT-SHARING TRUST
Participating Employee
PETERS, GRIFFIN, WOODWARD, INC.
PROFIT-SHARING TRUST
Participating Employee




## THE PGW COLONEL SAYS:

***"We believe that the profit share affects the interest rate!"***

*Everyone* at **PGW** can share in our earnings . . . and share in them substantially.

Of course our revenue is derived wholly from the sale of spot time on the stations we represent and we think it pays off handsomely to have *everyone* at **PGW** interested in that. Don't you?

# PETERS, GRIFFIN, WOODWARD, INC.



*Pioneer Station Representatives Since 1932*

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

## SRA, H-R to boost sagging spot radio

Radio, faced with a depression in the flow of national spot business, is fighting back.

Station Representatives Assn., will soon be attacking on the agency-advertiser front with a new presentation that promotes radio as a national spot carrier. SRA is also expected to supplement this barrage on the agency level with a suggested call on stations to man the battlements, asking that they beef up the radio sales image.

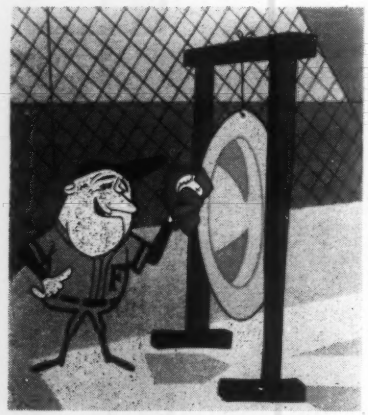
Already underway by one station representative — H-R Representatives Inc.—is a project called "Operation Groundswell" that is independent of SRA. As explained by H-R Vice President James M. Alspaugh, the project's objective is to "put the romance back into radio."

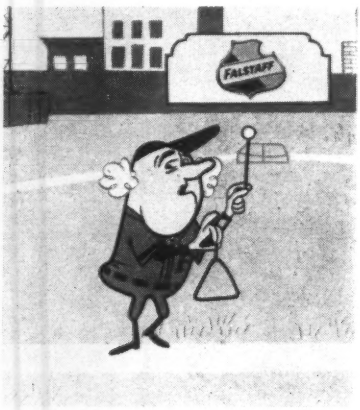
As conceived by H-R, "Operation Groundswell's" drive is in two parts: one on the national level and the other by the stations in local markets.

**To Survey Audience** • At the national level H-R has retained Marketing Planning Corp., a subsidiary of McCann-Erickson, New York, to conduct a new radio audience survey. This research, for which H-R reportedly is investing a few thousand dollars, will form the basis for a specially-prepared brochure to be used for "missionary" work or hard sell to agency management, particularly on the plans board or policy level. The firm will also concentrate on direct calls on the advertiser and has launched a campaign that will sell spot as an advertising medium.

At the local level, "Operation Groundswell" presents a grass roots appeal to stations. The latter are asked to make calls during May (which is National Radio Month) on representatives of "important national advertisers . . . brokers, distributors, regional sales managers." The recommendation is for stations to sell the "power of radio, not the relative competitive advantages" of the outlets.

The idea would be for stations to ask these people to write their home offices to "express amazement" over the fact that radio, the most potent medium of all, is being short-shrifted in favor of less cost-efficient and effective media."






**Curve bell** • Spring means baseball. Baseball means broadcasts. This, to many viewers, means watching Saturday and Sunday games on CBS-TV. That means watching commercials for Falstaff beer pitched by the Old Pro, now starting his fourth year for Falstaff (and he works the fall football season for this sponsor as well as summertime baseball). And that fact leads to a conclusion that a lot of fans are drinking Falstaff as they watch the games.

Voiced by Eddie Mayehoff, the Old Pro is a hapless cartoon character whose 55-second misadventures are produced by Playhouse Pictures of Hollywood, with Bill Melendez as director, Sterling Sturtevant as designer and Bill Littlejohn as animator. Plots of the commecials are largely provided by the Falstaff agency, Dancer-Fitzgerald-Sample, which also supervises their production.

Reproduced here are two stills from "Gong," one of six new Old Pro spots, which brings the four-year total to 60. "Gong" begins with the Old Pro tapping a large gong hanging above home plate and saying:

"My latest discovery, Elwood, is scientific sound wave method for gauging the speed of a fast ball. See that gong? The harder you fling, the louder its ring. Thusly . . . Simple, eh Strongarm? Now, when I say go, ring that bell! I'll be listening.

"Meanwhile, fans, be a bellringer yourself. Chime in and go, go, go for Falstaff."

The ball strikes the gong with a terrific sound, bowling over the Old Pro, who returns in the final scene, ears stuffed with cotton, holding a stick and a triangle as he says: "At the tone, the time will be Falstaff time! That's my beer."

## Drop nighttime network radio: Mogul

Nighttime network radio as it exists today should be abandoned, Emil Mogul, president of Mogul, Lewin, Williams & Saylor Inc., New York, told the Pittsburgh Radio and Television Club last Wednesday (April 28).

Mr. Mogul claimed the "deficits" created by nighttime network radio are "contributing to the inflated costs of network television." He added: "Of course a skeleton operation should be maintained for public service programming, civil defense and possibly an accelerated national news schedule. With the money thus saved, the networks would be in a better position to upgrade the creative side of television with new talent searches, more subsidies for potentially productive writers and the like."

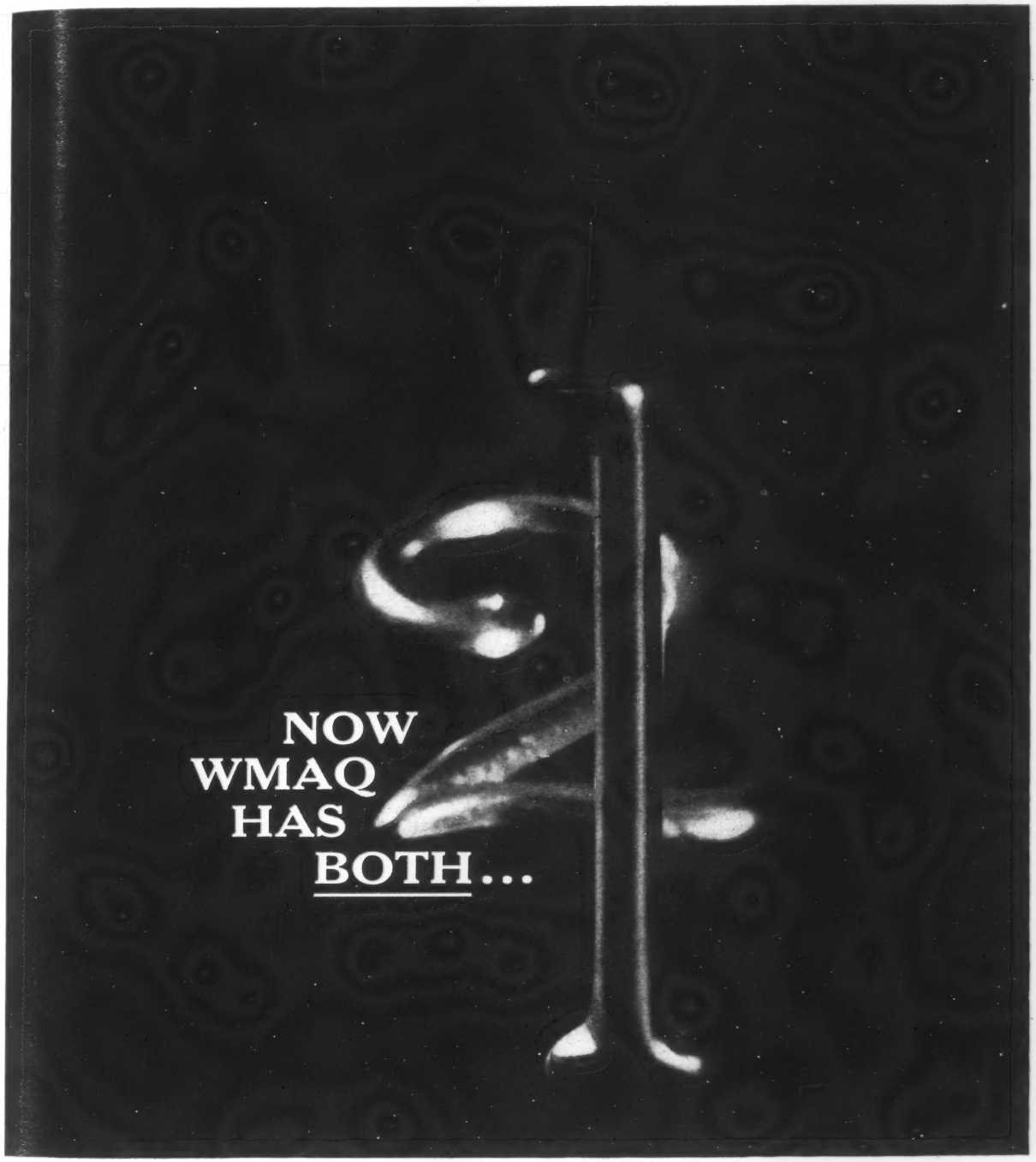
Mr. Mogul also recommended that a medium making a presentation to advertisers and agencies refrain from "attacking" competitive media but concentrate on the advantages of the particular medium for the client.

## 'Some like it hot,' in tv spot, Katz says

Forty-one name advertisers last year used more spot tv in the summer than during other seasons of the year, the Katz Agency announced in opening a summer sales drive.

The station representative is holding a series of meetings with agencies and advertisers to get its message across. Katz notes that more than 25% of all retail sales in the U.S. are made during June, July and August.

Halsey V. Barrett, manager of tv new business development at Katz, offers a breakdown of products in categories showing a high percentage of the sales coming during the summer months and comments that many agencies and their clients "over-discount" the nation's summer viewing habits. He cites Nielsen figures showing 91% of all tv homes watching tv each week during the summer, or only 3% less than during a peak period of the year.




## ...of the two top radio personalities in Chicago

During March, both Howard Miller and John Doremus joined the line-up of star personalities on WMAQ Radio. Miller's selections of popular music and informal comment have made him the Number One radio personality in Chicago, without interruption, since January 1956. ■ Doremus, in Chicago for less than two years, quickly became the city's Number Two radio-audience attraction, by featuring the best sort of popular music. ■ So the Q for QUALITY RADIO IN CHICAGO is now bigger than ever! The two biggest radio personalities in the city are *now* at 670 on Chicago's radio dial. ■ HOWARD MILLER, 9:05 to 11:00 a.m., Monday through Friday. JOHN DOREMUS, 4:05 to 5:30 p.m., Monday through Friday and 9:05 to 10:30 p.m., week nights.

NBC RADIO IN CHICAGO
SOLD BY NBC SPOT SALES

**WMAQ • 670**

*Source: Pulse, Nov.-Dec. '58*

ARB

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television network shows for each day of the week April 23-29 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Thur., April 23 | Ratings not available due to technical difficulties | | |
| Fri., April 24 | 77 Sunset Strip (9:30 p.m.) | ABC-TV | 19.6 |
| Sat., April 25 | Gunsmoke (10 p.m.) | CBS-TV | 26.3 |
| Sun., April 26 | Meet Me in St. Louis (9 p.m.) | CBS-TV | 27.7 |
| Mon., April 27 | Desilu Playhouse (10 p.m.) | CBS-TV | 41.1 |
| Tue., April 28 | Rifleman (9 p.m.) | ABC-TV | 23 8 |
| Wed , April 29 | Wagon Train (7:30 p.m.) | NBC-TV | 27.0 |

Copyright 1959 American Research Bureau

## ARB's expanded tally: all homes for all tv's

American Research Bureau is announcing today (May 4) that starting next fall it will supply total homes figures for every tv station in the U.S.

ARB said it will sample all 3,072 continental U. S. counties plus Alaska and Hawaii and will provide total area reports by quarter-hour periods for all tv markets as well as for all stations to be released at least semi-annually.

In the ARB plan, as detailed by James W. Seiler, the bureau's director, the new coverage study to be extracted from the data will report all homes able to receive any tv station, and the daily and weekly viewing by stations or clusters of counties. The bureau expects its metropolitan market reports will be well over the guaranteed 150 before the year's end.

Features of ARB reports: data on homes reached by stations outside of a particular market surveyed; rating and reporting of stations having more than a limited number of homes outside of their prime-interest market; tabulation of homes in a "different market" receiving outside tv stations, of a station's net daily and net weekly audience and of newspaper home circulation both daily and weekly.

By mid-August, a new Univac automatic computer will be installed at ARB's Beltsville, Md., headquarters to speed up market survey computing to 12-15 markets per day.

## Sales inspiration at initial RAB clinic

Radio has something to offer even the most antagonistic advertiser.

Radio Advertising Bureau, New York, last week told about a salesman who talked to an auto dealer who had unkind things to say about everything on radio. In desperation the salesman asked, "Isn't there anything on radio you like?" He replied: "Sure, Bing Crosby records, but they hardly ever play them any more." Result: The salesman promptly sold the dealer a six-days-a-week Bing Crosby record show.

This case history was reported by one of 1,287 station executives attending the first week of RAB's sales clinics in seven cities. In all, 45 clinics in principal U.S. cities are scheduled during the next few weeks.

Doubling of radio's anticipated 10% gain in revenue—if the perspective of National Radio Month is extended through the year—is predicted by Kevin B. Sweeney, RAB president, in talks at the sales clinics. Mr. Sweeney suggests that a year-long unified promotion front would "quadruple the regard of advertisers for the medium."

In Omaha and Seattle, the RAB president said that the principal barrier to radio's rapid progress is "our great delight in fighting one another as if the only competitors for the advertising dollar were other radio stations." Calling upon his audience to abandon this "senseless civil war," Mr. Sweeney said that "radio is doing more creatively for the advertiser—more to make his advertising dollar more effective—than any other medium."

Also participating in the "unity" theme are Miles David, RAB promotion director, and Warren Boorom, RAB director of member service, who supervised clinics in Portland, Me., Boston, Albany and Rochester, both N.Y.

## Anybody for craps?

Patrons of the art of galloping dominoes who lean too heavily on the use of lead weights and bevelled edges are the targets of the newest "per inquiry" offer to stations. It's a booklet on how to detect crooked dice and, co-incidentally, the publisher bases in Las Vegas.

With nary a mention of the station's established rate card, the solicitation describes the booklet as a "fascinating item," and asks, "What man who loves to 'roll the bones' once in a while could resist the temptation to buy such valuable information for only $1?"

There is much to be said for every dice player knowing all he can about protecting himself, for, as the PI man sadly admits, "Avarice is part of man's makeup."

## IS THIS CRICKET? Media wonder as GOP plans newscast pitch

A new tie-up between politics and advertising, with radio and television as the connecting links, has been born in Southern California. Creator of the plan is Howard Jarvis, vice president, Los Angeles County Republican Assembly. He has appealed to Republicans to help their party get statewide radio and tv coverage 15 minutes daily for the next two years by getting friends and neighbors to sign cards pledging to buy the products of companies sponsoring the broadcasts.

"Our crying need is to get our side on tv and radio," Mr. Jarvis states. "We need this every day for the next two years. A 15-minute statewide tv and radio broadcast each day for these two years costs over $1 million.

"We don't have this money, but we have found sponsors that will spend it and buy the time for us, if we will get 50,000 of our people to sign a pledge that they will buy products our sponsors will advertise. Of course, the signers are not obligated to buy anything at all, but if the products are right and the broadcasts are right, our signers should be glad to buy these products as they need them to get our side effectively on the air."

**Goal 50,000** • Noting that the broadcasts will reach 400,000 people every day, the letter says: "We need 2,000 of our people to get 25 signers each. When this is done we are on the air."

Mr. Jarvis said that the proposed programs will be newscasts, which he will prepare and deliver. Asked if the political label would not make them unacceptable to stations, he replied that there will be no political label. "They will not be sponsored by the Republican Party," he said, "but by commercial companies, like any other newscasts."

Asked in that case how these broadcasts would aid the Republican Party, Mr. Jarvis said they will "aid the party by presenting both sides of the news and not leaving out the conservative side.

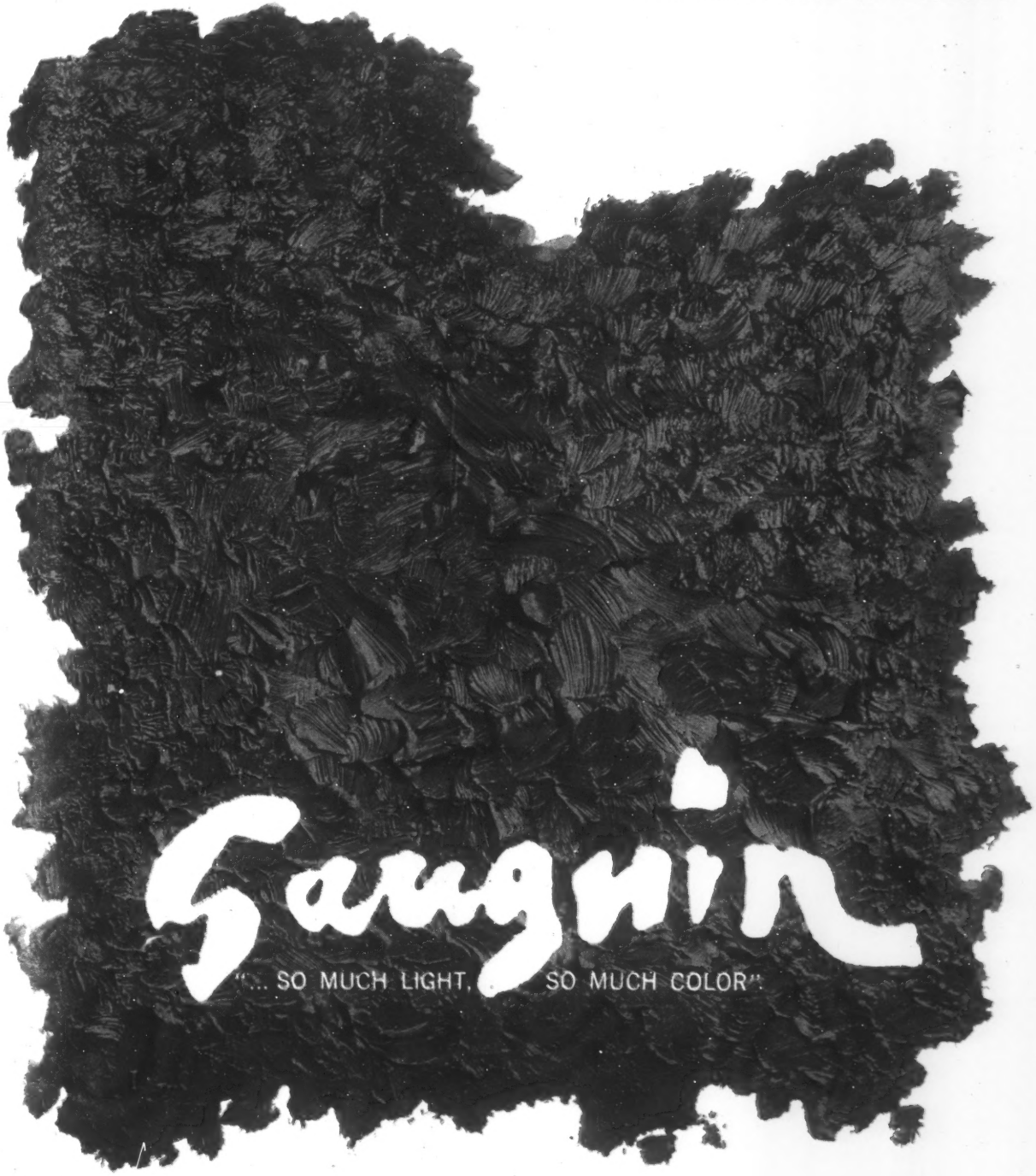
"The idea has been cleared with the FCC and is perfectly legal," he stated. However, the FCC stated last Thursday (April 30) that it had received no such request.

California broadcasters said they were unfamiliar with Mr. Jarvis' plan, but all expressed the view that they probably would not accept any series designed to get the side of one political party on the air. Without knowing the full details, none was willing to reject it either.

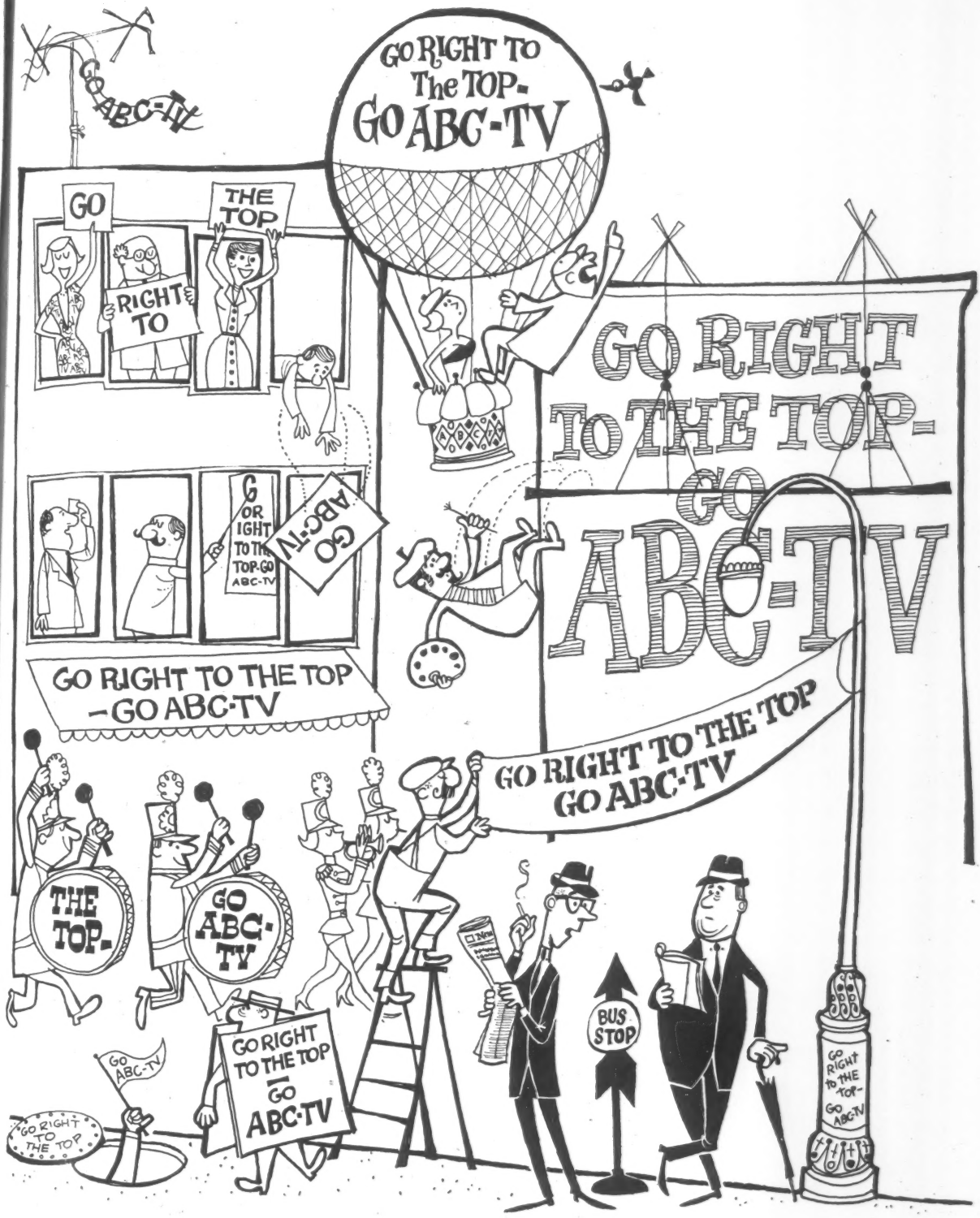
On February 8, WNBQ presented a special preview, in color, of the Art Institute of Chicago's historic Paul Gauguin exhibition. Because of its unusual interest the program was colorcast on the NBC Television Network. Critical response was warm and wide-spread. The Chicago Sun Times called it an "artistic coup." The Chicago Tribune said it was "superb." And from the nation's Capital: "a work of art as a TV show." From New York: "a masterly achievement." "So Much Light, So Much Color" was one in WNBQ's monthly series, "Chicago Showcase," exploring the cultural range for Chicago viewers. It is an important phase of the balanced schedule which provides rewarding television for every taste . . . and which marks WNBQ as the quality television station in Chicago.

**WNBQ**

NBC TELEVISION IN CHICAGO



It's this. Measured in terms of ratings, efficiency, programming, audience composition


GO RIGHT TO The TOP- GO ABC-TV
GO ABC-TV
GO
THE TOP
RIGHT TO
GO RIGHT TO THE TOP- GO ABC-TV
GO RIGHT TO THE TOP -GO ABC-TV
GO RIGHT TO THE TOP GO ABC-TV
THE TOP-
GO ABC-TV
GO ABC-TV
GO RIGHT TO THE TOP
GO RIGHT TO THE TOP - GO ABC-TV
BUS STOP
GO RIGHT TO THE TOP- GO ABC-TV

*"I think they're trying to tell us something."*

or sales successes, the top network buy is now **ABC TELEVISION**

## Research radio, Californians advised

Lack of qualitative research on the composition and behavior of listeners is a major cause of loss of business by radio stations, a panel of media executives from Stromberger, La Vene, McKenzie, Los Angeles agency, told Thursday's (April 30) luncheon meeting of Southern California Broadcasters Assn. The agency group, chairmaned by Harmon O. Nelson, vice president and radio-tv director, pulled no punches in criticizing local broadcasters for not providing better information for the agency to use in selling radio to clients. Radio accounts for 12% of the agency's billings.

"Outdoor and radio are the two most poorly researched media," Earl Timmons, the agency's media and research director, asserted. "Research may be costly," he commented, "but it may prove more costly not to do it." He suggested that a joint effort by SCBA might provide valuable information about who listens to radio in the area, when they listen and how they listen. Mr. Timmons pointed out one common criticism which needs answering: that much of today's radio programming is tuned in purely as background music and no attention is paid to either programs or commercials. He offered to get a group of agency research directors to act as an advisory committee in setting up such a joint research project should the broadcasters desire such help.

## • Business briefly

### Time sales

• Renault Inc. of France will sponsor a one-hour special, produced, written by and starring Ernie Kovacs on NBC-TV Fri. May 22, 8-9 p.m. Barry Shear will direct. Renault earlier signed for alternate week sponsorship of *Playhouse 90* on CBS-TV (AT DEADLINE, April 27). Agency: Needham, Louis & Brorby, N.Y.

• *General Electric Theatre* (CBS-TV Sun. 9-9:30 p.m.) has been renewed and begins its sixth season Sept. 20. The new format will include 10 live or tape shows produced by the network in addition to the filmed programs from Revue Productions, Hollywood. Agency: BBDO, N.Y.

• CBS Radio reports new orders from Longines-Wittnauer Watch Co., N.Y., through Victor A. Bennett Co. there; Renuzit Home Products Co., Philadelphia, through Arndt, Preston, Chapin, Lamb & Keen there, and Savings & Loan Foundation, Washington, and Cowles Magazine Inc., N.Y., both through McCann-Erickson, N.Y.

• Sealtest Foods Div., National Dairy Products Corp., N.Y., will be sole sponsor of *Bat Masterson* for 52 weeks beginning Oct. 1. The NBC-TV western, currently sponsored by Sealtest and Kraft Foods (Wed. 9:30-10 p.m.) moves to Thurs. 8-8:30 p.m. next season. The show is to be seen on 116 stations serving Sealtest markets. Agency: N.W. Ayer & Son, N.Y.

• Jos. Schlitz Brewing Co., Milwaukee, has expanded its radio spot schedule to

## PREVIEW: The Rambler tv roadmap

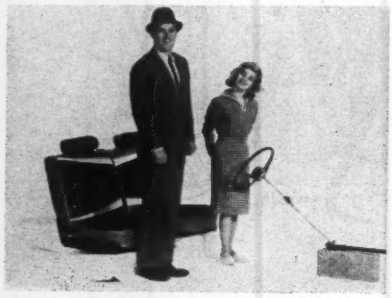
American Motors' Rambler car likes the look of the Friday-night spot tv road as the shortest route to spring sales success. Starting April 24, and continuing every Friday through June 12, the Rambler's saturation drive is expected to reach 96.4% of the nation's tv homes.

Chauffeuring Rambler is Geyer, Morey, Madden & Ballard Inc., New York, which has prepared eight-second IDs and minute commercials. They will be seen each week on some 170 stations in 76 key markets, the agency reports. The schedule calls for an average of five eight-second IDs to hit in prime time and two 60-second commercials to follow up later in the evening.

The interest in Friday night saturation was explained by E.B. Brogan, Rambler advertising manager at GMM&B's Detroit office, who said research done by the agency and the company indicated that this new tv campaign should produce immediate traffic on the day most families shop for cars—Saturday. "This campaign," he said, "gives seven opportunities each Friday night in major dealer markets to reach an estimated 65% of the potential tv audience, representing 96.4% of the nation's tv homes."

The Rambler IDs utilize the "visual squeeze" technique of Transfilm Inc., New York, which condenses a lengthy pictorial message into telescoped time. Each ID message singles out a particular Rambler feature plus a view of the car. Three live action 60-second commercials have been prepared for the campaign. In these, humorous characters emphasize sales features. Rambler's single unit construction is characterized by a "squeak man" whose job in a car service shop is threatened by this innovation. Another uses a hat blocker who is unhappy because "the good headroom in Ramblers eliminates the crushed hats that he repairs."

Rambler's former tv activity has included campaigns to introduce new models and early network sponsorship of *Disneyland*. Rambler's radio activity is not being slowed down by the tv barrage. Advertising on NBC and CBS will be continued, it was reported.



HE'S TALL, SHE'S SMALL . . .

RAMBLER FITS BOTH

FINAL SHOT

Friday night IDs (above) and animated 60-second spots are aimed at weekend shopping traffic

# "Roanoke bigger than London, England?"

Sure it is. There are more U. S. citizens in Roanoke, Va., than in London, England. Furthermore, more of them watch WSLS-TV.

We don't really *need* wild comparisons to sell the Roanoke market, but they help to gain your interest.

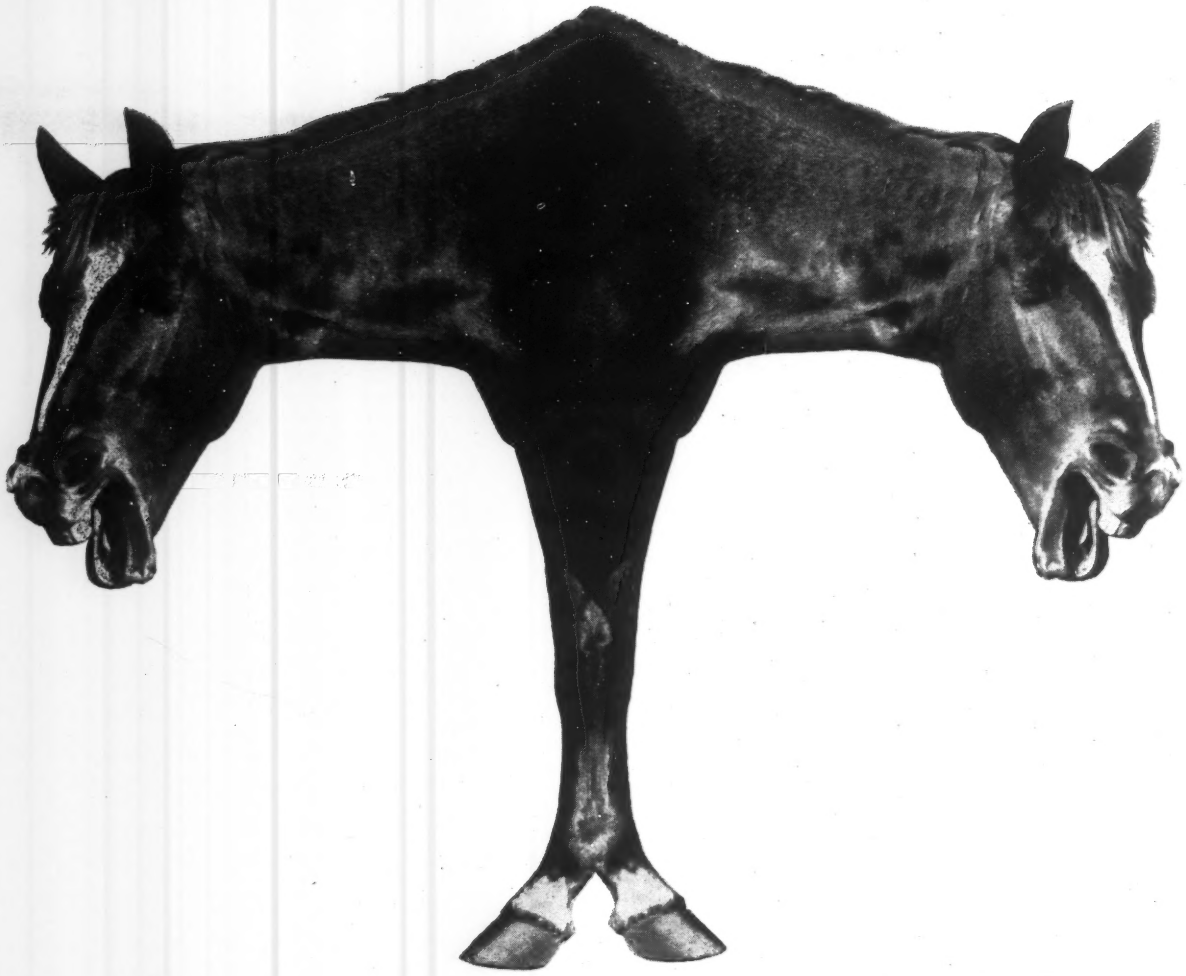
Now that we have it (we hope) we won't keep you long. All along the line NCS No. 3 shows us No. 1 Daily *and* Weekly, Daytime *and* Nighttime in Roanoke. WSLS-TV reaches more homes than any other station in the greater Roanoke market of 420,000 tv families. Blair Television Associates will take it from there.

## WSLS-TV

**Channel 10 • NBC Television**

**Mail Address: Roanoke, Va.**

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company



# Are we ca-razy, or what ?

No, two heads are *not* better than one—unless both agree on WAVE-TV!

By any yardstick you choose—audience ratings, coverage, costs per thousand, programming, or trustworthy operation—the more you compare, the more you'll prefer WAVE-TV.

# WAVE-TV

**CHANNEL 3 • Maximum Power**

**LOUISVILLE**

***NBC SPOT SALES, Exclusive National Representatives***

some 250 stations in 100 markets. (An estimated 16,000 spots will be broadcast in New York in a 39-week period. About 12,000 spots will be placed in Chicago in 39 weeks.) The stepped-up schedule will run through August.

• Wilson & Co. (Ideal Dog Food), Chicago, buys spot radio schedule in 23 markets to supplement Mark Stevens' *Take Five* tv series in 17 other markets in forthcoming summer drive promoting "7-Course Meal" for pets. Agency: Kenyon & Eckhardt, Chicago.

• Bankers Life & Casualty Co. (White Cross Insurance Plan), Chicago, renews *Paul Harvey News* on ABC Radio for 52 weeks effective immediately. Agency: Phillips & Cherbo Inc.

• Eastman Chemical Products Inc. (subsidiary of Eastman Kodak), Kingsport, Tenn., will sponsor the NBC-TV telecast of the National Open Golf Championship's final three holes (Sat., June 13, 4:30-6 p.m.). Perry Smith will produce the telecast, sixth consecutive rendition of the classic by NBC, which is to take place at the Winged Foot Golf Club, Mamaroneck, N.Y. Agency: Doherty, Clifford, Steers & Shenfield, N.Y.

• Borden Foods Co., N.Y., May through August is expanding spot tv coverage on its instant whipped potatoes. The number of markets will be upped by one-third to 107 with frequency of spots-per-week to vary from 5 to 15. An equal number of 20-second and 1-minute spots will be used. Agency: Lennen & Newell, N.Y.

• Radio figures heavily in the warm-weather advertising plans of Shulton Inc., N.Y. For Bronztan suntan lotion there is to be a seven week-end spot campaign in 26 markets beginning June 5 and in 22 other markets, week-end spots will run for three weeks beginning June 25. Spots are one-minute with frequency varying from 10 to 20 per week-end. Further Bronztan promotion is scheduled for CBS Radio's Robert Q. Lewis daytime show (substituting for Authur Godfrey) July 2-31. Plans call for Thursday and Friday exposure alternating with one 10-minute segment one week, two 10-minute segments the next. In addition, Shulton has mapped out a two-week Father's Day spot radio campaign for Old Spice products starting June 8: daily spots in 25 markets, ranging from 5 to 10 per week, and 10 to 20 spots over the week-end of June 12 in 22 markets. Agency: Wesley Assoc., N.Y.

• American Dairy Assn., Chicago, buys alternate week half-hours of Lawrence Welk's *Top Tunes and New Talent* on ABC-TV this fall (Thurs., 10-11 p.m. EST). Agency: Campbell-Mithun.

• Eastman Kodak Co., Rochester, N.Y., will sponsor a 90-minute television tour of Disneyland Park, Calif., on ABC-TV (Mon., June 15, 7:30-9 p.m.). Hosts for the special will be Walt Disney and Art Linkletter. Agency: J. Walter Thompson, N.Y.

• Bell & Howell (photographic equipment), Chicago, buys special one-hour documentary, *Why Berlin?* on NBC-TV Friday (May 8, 8-9 p.m. EDT). The company is "testing commercial feasibility of special programs keyed to important world happenings and made available in prime, week-night time." The Friday program will feature filmed segments and commentary by news analyst Chet Huntley.

• S.C. Johnson & Son, through Foote, Cone & Belding, and Pet Milk Co., through Gardner agency, have renewed *The Red Skelton Show* on CBS-TV Tuesdays 9:30-10 p.m. They have shared sponsorship of show since January 1955.

• R.J. Reynolds Tobacco Co. through William Esty Co. will be participating sponsor of *77 Sunset Strip* (ABC-TV Fri.) next fall when hour-long show is to be seen half-hour earlier than its present 9:30 p.m. starting time. Renewing sponsors: American Chicle Co. and Whitehall Labs Div. of American Home Products Corp. through Ted Bates, and Harold F. Ritchie Inc. through Kenyon & Eckhardt.

• Slenderella International, Stamford, Conn., which launched a spot tv campaign in 12 markets last January, is extending this effort to 28 markets throughout the country at a cost of $120,000 per month. Using minute announcements before 6 p.m. and from 9-12 p.m., extension of the tv campaign was said to be prompted by a 65% increase in business since January. Agency: Products Services, Inc., N.Y.

• Gillette Safety Razor Co., through Maxon Inc., has renewed sponsorship of *Cavalcade of Sports* fights (NBC-TV Fri. 10 p.m. to conclusion). Order is for 52 weeks beginning July 3. Gillette, credited with being first sponsor of televised bouts (WNBT [TV] New York [now WRCA-TV], Sept. 29, 1944) has presented regular Friday night fights on NBC-TV since Nov. 8, 1954.

• General Mills, Minneapolis, and General Time Corp. (Westclox), LaSalle, Ill., have signed for series of 10 tv specials to be taped by Talent Assoc. in pact with Metro-Goldwyn-Mayer (BROADCASTING, April 6). But thus far, no one network has edge for business (most of it to be slotted in next fall season). Series represents outlay of some $2,250,000 in talent costs. First of series, "Meet Me in St. Louis," was on CBS-TV on April 26 (with Philco sharing part of sponsorship tab). BBDO, N.Y., is agency for both advertisers.

• NBC Radio estimates net revenue for orders during the three-week period ending April 15 at nearly $1 million. Big spender is the Greyhound Corp., entering network radio for the first time, which launches a 12-week summer campaign on *Monitor* June 20. Greyhound's agency: Grey Adv., N.Y. Among other advertisers: Longines-Wittnauer Watch Co., N.Y., through Victor A. Bennett Co. there; B.T. Babbitt Inc. (Savoy car polish) N.Y., through Brown & Butcher there; United Fruit Co., N.Y., through BBDO; Socony Mobil Oil Co., N.Y., through Compton; American Motors Corp., Detroit, through Geyer, Morey, Madden & Ballard.

## Final sales

Philadelphians are hearing a soft-sell on where to go to get buried. They are getting the last word in commercials in three WFLN stereophonic music programs for Kirk & Nice, a local funeral home.

K&N (founded 1761) incorporates historical vignettes of Philadelphia in its commercials. The spots tell of a person, building or occurrence from the city's past. Then the announcer tells how the sponsor, too, is a part of Philadelphia's history.

Kirk & Nice's agency, Ball & Assoc., sends releases to the neighborhood weeklies to announce the landmarks to be featured in the commercials. K&N has decided to keep the programs on a year-round basis.

### Agency appointments

• Norwich Pharmacal Co., Norwich, N.Y., has named Cohen & Aleshire, N.Y., as agency for its $1 million Nebs pain reliever account. Nebs had been destined for Fletcher Richards, Calkins & Holden which was to have included C&A until merger talks died (AT DEADLINE, April 20). Last year Nebs entered the national market on all-print basis, switching almost entirely to spot tv at mid year. Previous agency: Foote, Cone & Belding.

• Mytinger & Casselberry (distributor

**Spring fashion along Bool Mich** • Chicago's ad fraternity discarded traditional gray flannel for these costumes and proceeded to lampoon themselves at a fund-raising gridiron dinner conducted by the Chicago Federated Adv. Club and Chicago Unlimited in the Morrison Hotel Monday evening (April 27).

A performers' eye view of Michigan Avenue was presented in a musical revue, "Mr. Billings' Dream Account," built around the misadventures of Frisbie Billings, account executive at Bushwa, Billings & Whoopero, mythical Chicago agency, and a prospective client, Harry Big, president of True Blue Glue Co. Alan M. Fishburn, head of his own production firm, was executive producer.

Proceeds of the $25-per-plate dinner were divided between the two organizations, with CFAC monies to be applied toward its new headquarters. Frank M. Baker, Grant, Schwenck & Baker, is president of CFAC and Henry Ushijima of Colburn Film Studios is president of CU, an organization devoted to furthering the interests of local talent, services and facilities.

Among the skits presented: "The Thinking Men," "Sales and Dolls," "Name-Dropping Time," "Compulsion—Urge or Purge" and "Dream Campaign" built around *Playboy* magazine "playmates."

of Nutrilite food supplement, Magi-Care cosmetics), appoints Donahue & Coe, L.A. Accounts previously were with J. Walter Thompson.

• Polo Grounds Speedway Inc., N.Y., names William Warren Jackson & Delaney there. Roughly 40% of the budget will go to local broadcast media, mainly radio, in promoting auto-racing season April 25-Sept. 6.

• Armour & Co (meat packer), Chicago, appoints Foote, Cone & Belding, same city, to handle several canned meats and Dash dog food accounts (representing an estimated $2.7 million), effective July. Accounts (both using radio-tv) transferred from N. W. Ayer & Son, which continues to handle other Armour products outside grocery products division.

• Colgate-Palmolive Co., N.Y., awards $3 million Wildroot hair preparations account to Ted Bates Inc., N.Y. Bates, one of several Colgate agencies, already handles about $27.5 million worth of C-P business. Wildroot was pulled out of BBDO after 30-year relationship soon after C-P purchased Wildroot (BROADCASTING, March 30). Since BBDO handles some Lever business, C-P apparently suspected there would be conflict.

## • Also in Advertising

• The term "king-sized," usually reserved for cigarettes, was applied last week by WRCA-TV New York to station breaks. The advertiser: Tidewater Oil Co., which via Foote, Cone & Belding, has purchased 30-second station breaks in prime time at a cost of $4,000 per break. Tidewater combined the 10- and 20-second spots into a single break and was placed on WRCA-TV between NBC-TV's *Restless Gun* and *Tales of Wells Fargo* on Monday, 8:30 p.m. The schedule runs 12 weeks.

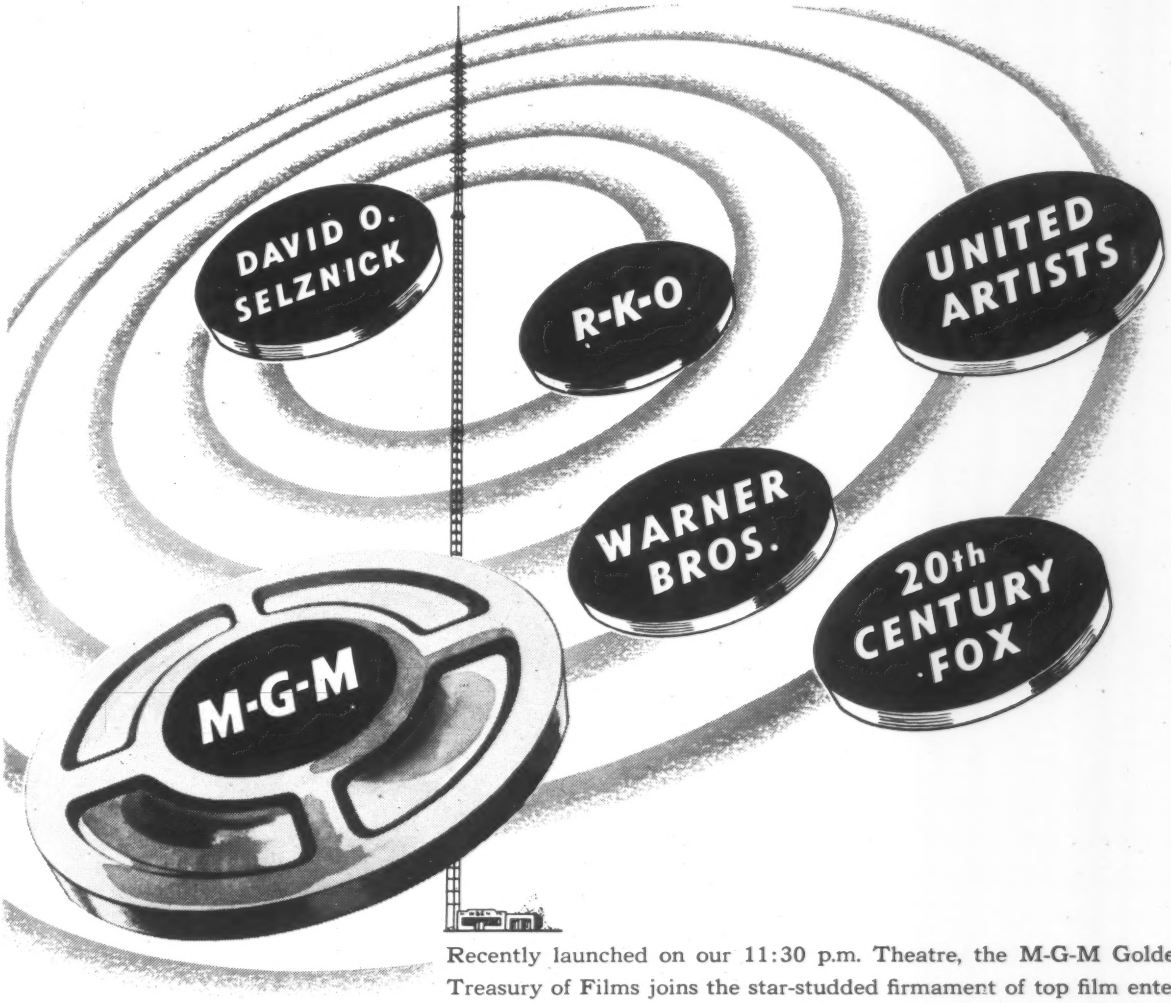
• Colgate-Palmolive Co., N.Y., reported last week that the company plans to enter the pharmaceutical business but has not set a timetable for the expansion. Edward H. Little, chairman and president, said Colgate will manufacture both proprietary (no doctor's prescription needed) and ethical (prescription) drugs.

• Max Factor & Co. has acquired tv rights to the Miss Universe contest for the fourth consecutive year, but has yet to decide which Los Angeles tv station will telecast the highlights of the contest ceremonies in neighboring Long Beach. As in previous years, the cosmetics firm will be co-sponsor of the competition itself, with the City of Long Beach and Catalina Inc., swim suit maker, also sharing in financing the contest. For the past two years KTTV (TV) L.A. has broadcast some 15 hours of contest proceedings.

• Young & Rubicam Inc., New York, has opened a new International Div. Branch office in Geneva, Switzerland, it was announced today (April 27) by George H. Gribbin, president of Y&R. The agency's London office will supervise the new branch, which will be managed by Colin McIver, who has been director in charge of marketing, media and research and chairman of the plans board in the London office.

• The Detroit Copy Club and the Art Directors Club of Detroit gave 66 awards April 15 for excellence in advertising. Campbell-Ewald Co. is the highest overall winner with 17 awards; McCann-Erickson Inc. next with nine; Kenyon & Eckhardt Inc., seven; McManus, John & Adams Inc., six, and W. B. Doner & Co. won five awards.

• New radio-tv market survey subscribers of the Pulse Inc., New York, announced last week were: Dancer-Fitzgerald-Sample Inc., and the Getschal Co., both of New York; Eisaman-Johns Advertising of Hollywood, and radio recorders and McNeill & McCleery Advertising, both of Los Angeles.




Recently launched on our 11:30 p.m. Theatre, the M-G-M Golden Treasury of Films joins the star-studded firmament of top film entertainment seen only in WBEN-TV land.

# WBEN-TV

## puts another great film package into orbit

To the Western New York star-watchers this adds another good reason why "there's more on Channel 4". WBEN-TV Late Night Movies offer the most and best in film entertainment. The best product from the best studios, all intended to build the best late night audience.

And it's doing the job — as every rating service shows. Our national representatives, Harrington, Righter and Parsons, have all the facts and figures and will be happy to show you how your product and promotion can get top billing in the rich Western New York market when you put it up there with the stars on WBEN-TV 11:30 p.m. Theatre.

CH. 4

# WBEN-TV

**CBS in Buffalo**

THE BUFFALO EVENING NEWS STATION

# 1959 INCOME ESTIMATES UP

## Tv stations look for 7.2% boost, radio median 2.5%

Five out of every six tv stations expect a substantial increase in revenues this year over 1958.

Four out of every seven radio stations expect revenues to rise.

These forecasts are based on a survey conducted by Charles H. Tower, NAB broadcast personnel-economics manager.

The study shows the median increase expected by tv stations is 7.2% whereas radio stations look for a 2.5% increase.

Mr. Tower surveyed 195 tv and 733 radio stations. Networks were not surveyed.

All of the nine market-size classes of radio and tv stations predict 1959 revenues will run ahead of 1958, according to the study. Most optimistic of radio stations were those in markets of 1-2½ million population where the increase is figured at 6.9% over 1958. Second largest radio rise is in the 500,000-1 million class where the figure is 6.5% higher.

A big increase of 10.1% is anticipated for tv stations in markets under 25,000 population. Next is the 1 million-up class where the rise is expected to be 9.7%.

The analysis of radio stations shows 57.6% expect an increase over 1958, 12.4% a decrease and 30% no change. Of tv stations, 84% expect an increase, 4.4% a decrease and 11.6% no change.

NAB's breakdown by radio and tv stations, showing comparative results of 1959, 1958 and 1957 forecasts, follows:

RADIO
ESTIMATED PERCENTAGE INCREASES IN TOTAL REVENUE

| Market Size | Median % Increase '59 over '58 | Median % Increase '58 over '57 | Median % Increase '57 over '56 |
|---|---|---|---|
| (2½ million pop. or more) | 4.4 | 5.1 | 6.3 |
| (1-2½ million pop.) | 6.9 | 2.4 | 3.9 |
| (500,000-1 million) | 6.5 | 1.7 | 6.3 |
| (250,000-500,000) | 2.4 | 3.4 | 6.0 |
| (100,000-(250,000 | 2.5 | 1.9 | 4.8 |
| (50,000-100,000) | 3.7 | 3.5 | 3.4 |
| (25,000-50,000) | 3.7 | 2.4 | 4.0 |
| (10,000-25,000) | 2.6 | 1.7 | 2.4 |
| (under 10,000 | 2.5 | 2.1 | 2.8 |
| Nationwide | 2.5 | 2.0 | 3.0 |

TELEVISION
ESTIMATED PERCENTAGE INCREASES IN TOTAL REVENUE

| Market Size | Median % Increase '59 over '58 | Median % Increase '58 over '57 | Median % Increase '57 over '56 |
|---|---|---|---|
| (1 million pop. & over) | 9.7 | 1.5 | 4.3 |
| (500,000-1 million pop.) | 4.9 | 4.0 | 3.7 |
| (250,000-500,000 pop.) | 8.3 | 5.9 | 3.7 |
| (100,000-250,000 pop.) | 6.0 | 2.7 | 5.1 |
| (25,000-100,000 pop.) | 8.6 | 4.5 | 6.3 |
| (under 25,000 population | 10.1 | 8.5 | 19.8 |
| Nationwide | 7.2 | 3.5 | 4.5 |

## Daylight time vs. theatre owners

A little game of clock roulette, instigated by Minnesota theatre owners on the eve of Daylight Savings Time, almost drove the state's businesses, churches and private homes back to the sun dial. But a last minute rescue effort, spurred by broadcasters, calmed the confusion and made the morning of April 26 just another peaceful Sunday morning.

A report last week from WCCO Minneapolis-St. Paul, which credited all broadcasters with a part in righting the mixup, gave this account of the incident:

Minnesota metropolitan areas were preparing to turn their clocks ahead 2 a.m. Sunday, April 26, when movie theatre owners obtained a court writ at 10:30 a.m. the preceding day instructing county boards not to proceed with daylight time changes.

The owners and two unions of movie employes told the court that in recent legislative action the Minnesota assembly had repealed the local option law, albeit unintentionally. The court ordered a halt until hearings on May 18.

By Saturday noon, airlines, railroads, bus lines, major utilities, churches and schools were in a dilemma, debating whether or not to halt machinery for changing to daylight time.

One of the spearheading moves to eliminate the confusion was made by WCCO, which like other stations, flashed the news and hurried bulletin details. WCCO said its listeners phoned in plans to boycott theatres, organize committees to move clocks ahead anyway and even to picket Chief Justice Roger Dell, who had ordered the delay.

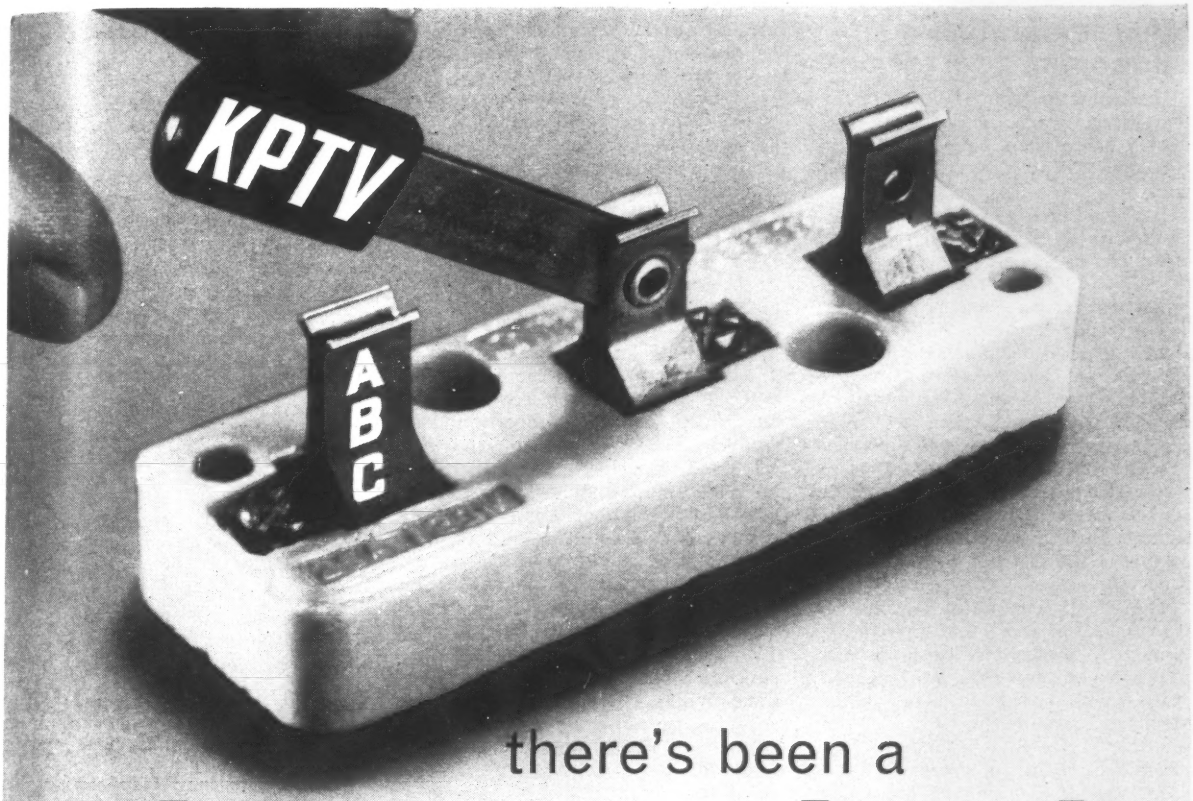
County boards did not agree with his ruling. At 2:30 p.m., the Ramsey (St. Paul) board said that it considered the court order ineffective because the board had voted the daylight time change when local option was in effect. Radio stations bulletined this development.

WCCO then contacted commissioners in Anoka and Hennepin (Minneapolis) counties, who, in an exclusive WCCO report, said they also considered the court action too late and that their counties would go ahead with daylight time.

At 4:30 p.m. General Manager Larry Haeg of WCCO announced that his station would change to daylight as originally planned. Listeners called in their thanks for station coverage, confessing that they had been confused by newspapers carrying outdated information which had reached their homes in late afternoon.

On Monday, April 27, Minnesota Attorney General Miles Lord went before the state supreme court with a plan to end its delay order. Governor Orville Freeman also asked state employes to report for work on daylight time.

By Monday afternoon, all people in the affected counties had set their clocks ahead, waiting for the next court action and a fast accurate report of its decision by WCCO and other Minnesota stations.




there's been a

# big switch

## in Portland, Oregon

KPTV, Portland, has switched to the exciting ABC Network—and what a hot new circuit it is for advertisers! Now you get KPTV's top-rated *local* shows (more premium film packages than any other Portland station) combined with ABC's sensational rating story in the Oregon market*—*plus* over 60,000 bonus homes from new cable hook-ups and translators throughout Oregon and S.W. Washington. Call your Katz office today!

*Consistently has more shows in the top 15 than any other local station!

*Top Network + Top Local + Bonus Viewers = BEST BUY*

**KPTV** *channel* **12**

*Oregon's FIRST Television Station*

ABC

Represented by the Katz Agency, Inc.

## NAB legislative subcommittee formed

Two industrywide labor practices that often plague broadcasters—secondary boycotts and coercive picketing—received White House attention last week.

President Eisenhower at his Wednesday (April 29) news conference sharply criticized the Senate-passed labor bill (S1555) because it failed to provide protection against these practices.

The labor situation last week included these developments:

• NAB's Labor Advisory Committee took affirmative steps Wednesday to strengthen the role taken by broadcast management in the legislative field.

• NBC filed several suits against the National Assn. of Broadcast Employes & Technicians, charging violation of contract through a network work stoppage by 1,500 NABET members (story page 60).

The NAB committee, headed by Ward Quaal of WGN-AM-TV Chicago, formed a three-man legislative subcommittee to serve as a working body dealing with broadcast labor matters. Members are Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., subcommittee chairman; William Grant, KOA-AM-TV Denver, and Mr. Quaal.

This task force will operate on a 12-month basis. It will study legislative developments and guide industry participation in Congressional hearings and other political affairs.

Developments in the field of collective bargaining were scanned by members of the NAB committee, covering both network and station problems. Sen. Barry Goldwater (R-Ariz.) addressed the committee's luncheon. Pending legislation was discussed in detail.

**Ike Disappointed** • President Eisenhower's strong stand was taken after Charles S. Von Fremd, CBS newsman, asked him to comment on the Senate labor bill. The President said the whole labor situation has been described as "worse than malfunctioning, even racketeering in some few labor organizations and among certain individuals" in the report by Sen. John L. McClellan (D-Ark.), head of the labor rackets committee.

The President said he was "very much disappointed" in the Senate bill, citing three points. "The secondary boycott is not dealt with properly and effectively; blackmail picketing the same way; and then the field of clarifying the relationships of states to those areas where the National Labor Relations Board has refused to assert any jurisdiction."

Secondary boycotts and coercive picketing were described as factors in recent labor situations at WKRG-AM-TV Mobile, Ala., and WCKY Cincinnati. International Brotherhood of Electrical Workers conducted a picketing and pressure campaign in Mobile after losing an NLRB-conducted election. Last Jan. 28 WKRG-AM-TV employes voted 16-1 in favor of an independent union (BROADCASTING, Feb. 16).

In Cincinnati, AFTRA put pressure on its members to refrain from transcribing commercials for use on WCKY even though the transcriptions were being made for an advertising agency or package producer. An NLRB examiner found no violation. NLRB has not yet ruled on his finding (BROADCASTING, Nov. 3, 1958).

## Wometco Enterprises stock offering made

Stock of Wometco Enterprises Inc., owner of WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N.C. and 20% of WFGA-TV Jacksonville, Fla., was made available to the public Wednesday (April 29).

The offering of 290,000 shares of class A common stock was made at $10.75 a share. At the end of trading Thursday (April 30), the stock was $12.25 bid, $13.25 asked.

The stock offered represents 35% of the outstanding Class A shares of the company. Mitchell Wolfson and his family own 55% and Sidney Meyer, seller of the stock being offered to the public, now owns 10% (BROADCASTING, April 6).

The stock is being handled by a nationwide underwriting group managed by the Lee Higginson Corp.

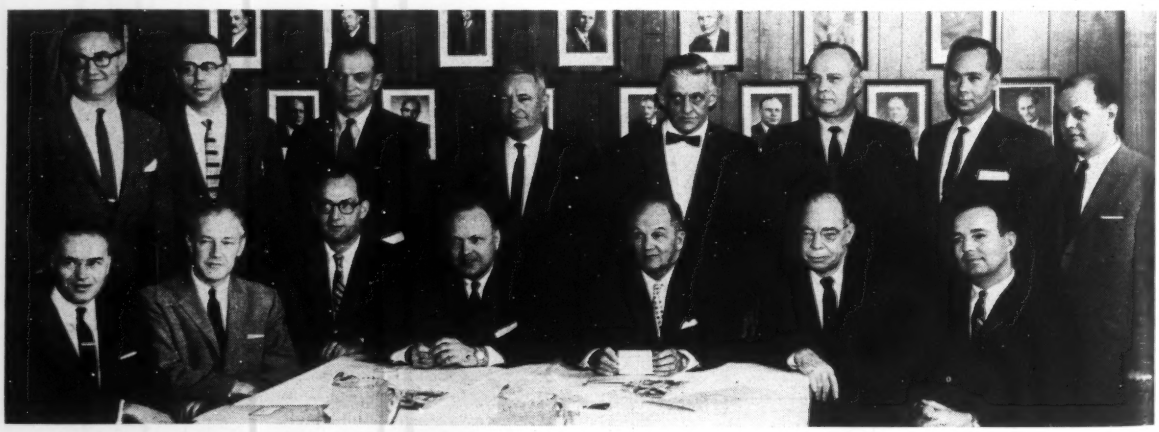
Besides its radio-tv stations, Wometco operates 22 motion picture theatres in Florida.

## KHTV (TV) schedules June debut broadcast

Target date for KHTV (TV) Portland, Ore., to commence operation is June 1.

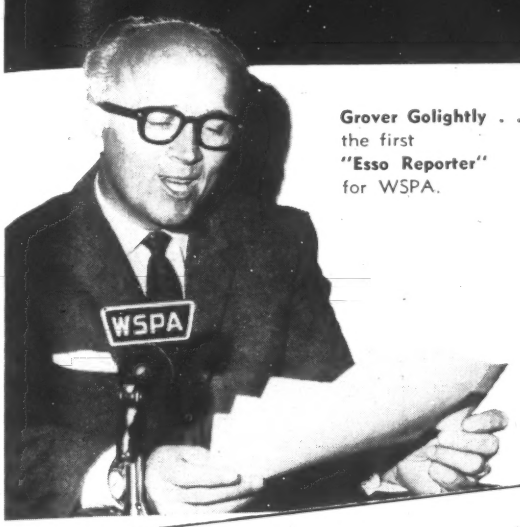
Stuart Nathanson, KHTV's sales manager, has signed Gill-Perna as national representative. Nat Jackson and Marlowe Branagan are news director and promotion manager, respectively.

WHTV has contracted for $120,000-worth of GE studio and remote equipment. It will be on ch. 27.



**Labor issues** • Members of NAB's Labor Advisory Committee went into secondary boycotts, coercive picketing and other employment issues at their April 29 meeting in Washington. Attending were (front row, l to r): Joseph Schertler, Westinghouse Broadcasting Co.; Richard M. Brown, KPOJ Portland, Ore.; Robert B. Jones Jr., WFBR Baltimore; Ward L. Quaal, WGN Chicago, chairman; Leslie C. Johnson, WHBF Rock Island, Ill.; William C. Fitts Jr., CBS; Clifford Kirtland, Transcontinent Television Corp. Standing: Harold Grams, KSD St. Louis; Joseph F. Keating, MBS; William Grant, KOA Denver; Calvin J. Smith, KFAC Los Angeles; Louis Gratz and Ole Morby, Time, Inc.; A.A. Church, Storer Broadcasting Co.; Richard L. Freund, ABC.

# 15 YEARS of PUBLIC SERVICE "Your Esso Reporter" on WSPA




**Grover Golightly . .** the first **"Esso Reporter"** for WSPA.

Esso Standard Oil Company

ESSO — 15 WEST FIFTY-FIRST STREET · NEW YORK 19, N. Y.

MARKETING DEPARTMENT
ADVERTISING, SALES PROMOTION DIVISION
R. M. GRAY · MANAGER

March 13, 1959

Mr. Ross Holmes
Manager
Radio Station WSPA
224 East Main Street
Spartanburg, South Carolina

Dear Mr. Holmes:

On March 27, 1959 Your Esso Reporter has a birthday on WSPA. The broadcast will be significant because it will mark the completion of 15 years of our program on your station.

In these days of constant change it is pleasant to recognize that another full year has passed during which your station and our company have worked together to provide a public service to the people of Spartanburg.

This anniversary is an ideal occasion to pause for a moment in recognition of the American Free Press in action. Your Esso Reporter is an outstanding example of service to the community with benefit to all. It's a perfect time, too, to say thank you to you and your staff for your cooperation in presenting the program in our behalf and to wish Your Esso Reporter "Happy Birthday" on WSPA.

Sincerely,

RMG/sh

Since its' establishment as the first radio station in South Carolina in 1929, WSPA has considered newscasting of paramount importance to its' public service program.

"Your Esso Reporter" is part of a total of 26 national and local newscasts daily over WSPA.

This vital part of WSPA programming is made possible by a six-man local news staff, the services of United Press, a special Washington correspondent and by world wide coverage from CBS.

WSPA

AM - FM - TV

CBS Spartanburg, S. C.

National Representatives:
George P. Hollingbery Co.

**WSPA - - - *Serving the Growing Population of the Prosperous Piedmont***

# Changing hands

**ANNOUNCED** • *The following sales of station interests were announced last week, subject to FCC approval:*

• KGMS Sacramento, Calif.: Sold to A.C. Morici and A.R. Ellman, owners of KIST Santa Barbara, Calif., and KRAM Las Vegas, Nev., by Irving J. Schwartz, William S. (Steve) George and Jack F. Matranga for $500,000. The sale was handled by Lincoln Dellar & Co. KGMS is on 1380 kc with 1 kw directional, and is affiliated with MBS.

• KPAM, KPFM (FM) Portland, Ore.: Sold to Gospel Broadcasting Co. (headed by KRWC Forest Grove, Ore., partner F. Demcy Mylar) by Broadcasters Oregon Ltd. for $200,000. KPAM is on 1410 kc with 5 kw, day. KPFM (FM) is on 97.1 mc with 3.3 kw.

• WILA Danville, Va.: Sold to Eastern Broadcasting Corp. (Roger Neuhoff, sales planning coordinator WRC-TV Washington, majority owner, Robert C. Walker II, general manager of WCHV Charlottesville, Va., and others) by S.L. Goodman for $45,000. Mr. Goodman retains WYSR Franklin and WYTI Rocky Mount, both Virginia. The sale was handled by Blackburn & Co. WILA is on 1580 kc with 1 kw, day.

**APPROVED** • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 98):*

• KROW Oakland, Calif.: Sold to The McLendon Pacific Corp. by KROW Inc. (Sheldon F. Sackett) for $800,000. Comr. Robert Bartley dissented on the multiple ownership issue. Other McLendon Corp. stations include: KLIF Dallas, KILT Houston and KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La. KROW is on 960 kc with 1 kw.

• WOLF Syracuse, N.Y.: Sold to Ivy Broadcasting Co. by T. Sherman Marshall and others for $329,000. Ellis R. Erdman, president of Ivy Broadcasting, has interests in WTKO Ithaca, N.Y., WSKI Montpelier, Vt., and WACK Newark, N.J. George Abbott, vice president of the purchasing firm, has a minority interest in WTKO. WOLF is on 1490 kc with 250 w.

• WTNJ Trenton, N.J.: Sold to Delaware Valley Broadcasting Co. (Edward L. Cossman, president) by WOAX Inc. for $200,000. WTNJ is on 1300 kc with 250 w, day.

• KLIK Jefferson City, Mo.: Sold to KLIK Broadcasting Inc. by Empire Broadcasting Co. for $183,750. Oscar K. Fine, president of KLIK Broadcasting, and others have interests in KFEQ-AM-TV St. Joseph, Mo.; T.M. Nelson, executive vice president, has an interest in WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio. KLIK is on 950 kc with 5 kw, day.


How sure are you? . . . .

?

. . . . about the station purchase you are about to make. Do you have the assurance of thorough investigation by experts that it is just as represented? When your transaction is negotiated through Blackburn & Company you have the assurance that representation is accurate, investigation is complete, and full reliability is assured. Another good reason why Blackburn and Company is foremost in radio-tv transactions, nationwide.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770


## WNTA-TV, WHCT (TV) offer joint package

WNTA-TV Newark was scheduled to begin a feed of seven of its live and taped programs to ch. 18 WHCT (TV) Hartford today (May 4), with the two stations linked by a direct coaxial cable from WNTA-TV.

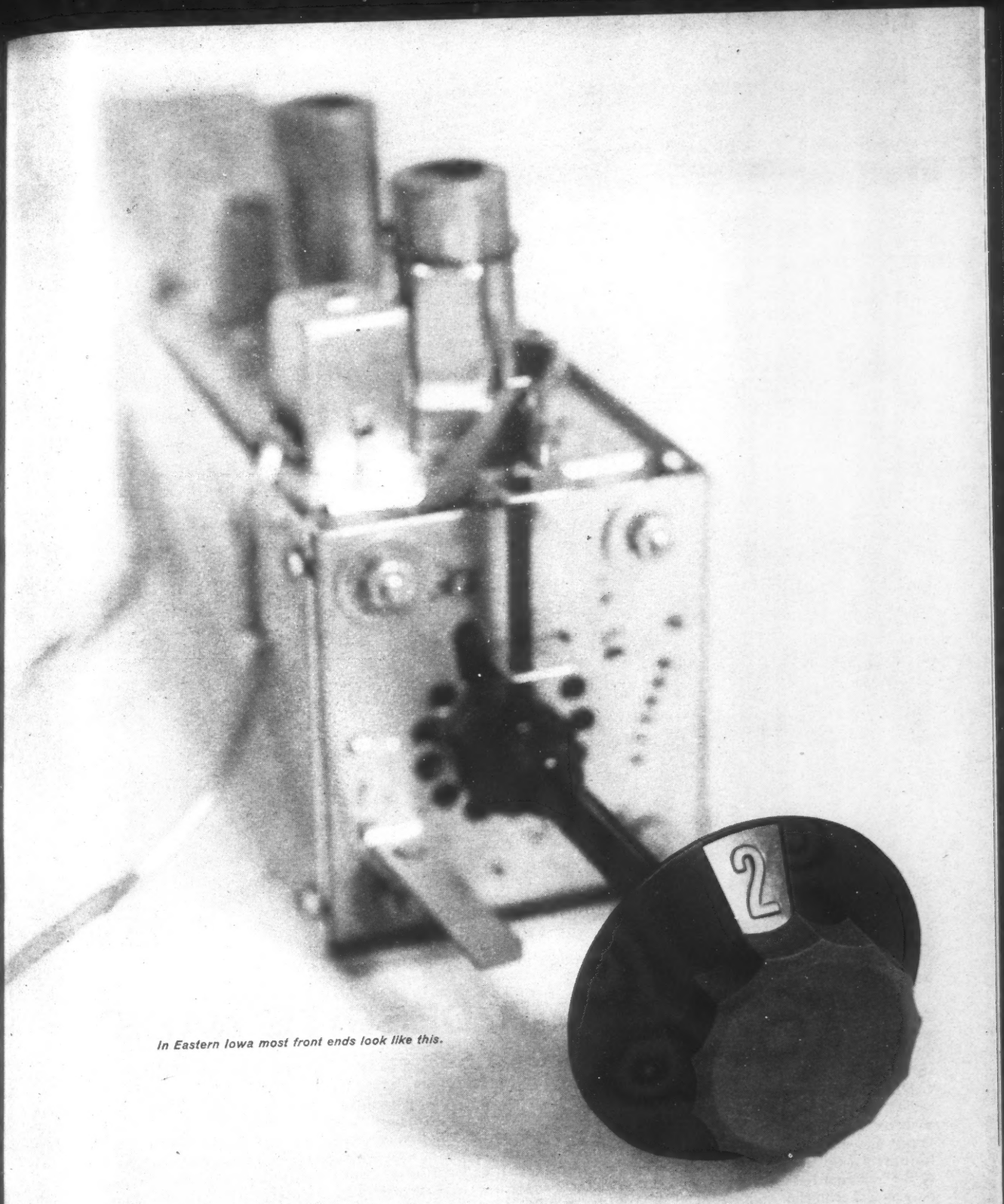
Ted Cott, vice president in charge of owned and operated stations for NTA, said advertisers may buy the programming on the stations as "a package." It will cost an advertiser $40 above the WNTA rate to add a one-minute spot on WHCT for an evening program and $30 for a one-minute spot on a daytime program. The advertiser, he said, will be adding a potential 364,000 homes to his coverage and his message "will be viewed in an area that contains well above-average income families." Mr. Cott reported that 20 WNTA advertisers have signed to add WHCT.

The taped programs involved are those featuring Alexander King and Henry Morgan plus *Open End*, *One Night Stand* (all once-a-week) and *The Mike Wallace Interview* (Monday-through-Friday). The live shows are *The Mike Wallace Newsbeat* and the *Richard Willis Show* (Monday-Friday).

## ABC in the West

KGB San Diego, Calif., and KRXL Roseburg, Ore., have become ABC affiliates, the network reported last week. Advertisers, ABC noted, can now buy a total of more than 100 stations in the 12 western states, including the Arizona and Intermountain networks, or 40 stations in the three Pacific Coast states, or a California network alone, all through a single order with ABC.

With daylight time, four programs formerly on the Don Lee Broadcasting System moved to ABC: three news programs with Frank Hemingway, Cliff Engle and John Holbrook, and the quiz show *Tello Test*. These programs were offered first to ABC affiliates, then, if they did not want them, to the stations which previously carried them on Don Lee. Result, it was said, is that the programs, all with multiple sponsors, have added a few markets which have ABC stations but did not have Don Lee outlets and dropped a few where time could not be cleared since the break-up of the Don Lee network (BROADCASTING, March 30).




*In Eastern Iowa most front ends look like this.*

**WMT-TV** CBS Television for Eastern Iowa • Channel 2 • *Mail Address:* Cedar Rapids • *National Reps:* The Katz Agency

NABET PICKETS ON 49TH STREET

They hit the pavement Monday morning in protest over foreign help on tape

# NBC-TV ON AIR DESPITE NABET

## 300 supervisors replace 1,500 strikers in vtr dispute

NBC was prepared to continue its radio and television programming schedule over the weekend with supervisory and management personnel who were replacing about 1,500 members of the National Assn. of Broadcast Employes & Technicians who walked off their jobs last Monday (April 27).

NBC re-emphasized its intention to remain on the air despite a report late Thursday evening that Local Council 16, International Brotherhood of Teamsters, had pledged support to NABET. Spokesmen for NABET said the council planned to notify its local membership in New York to "support" the work stoppage and NABET interpreted this to mean that its picket lines would be respected, starting last Friday. Teamster members truck scenery and other props to NBC.

An NBC spokesman said late Thursday that the network "expects the teamsters to continue working just as the other unions are." He added that "in any event, we fully intend to continue normal operations."

The dispute flared up over the video taping in Paris of the *Today* program, scheduled to be broadcast last Monday through Friday. When NABET personnel refused to handle the tapes on Monday, the tv network went off the air from 7 to 9 a.m. but maintained continuous broadcasting schedule thereafter. The radio network was off the air 55 minutes on Monday.

The network termed the union's move "a strike in violation of the contract." NABET countered by saying its workers were "locked out" and claimed its action resulted from "a violation" of

the pact by NBC, as well as from a failure by the network to live up to "certain reassurances."

**How it Started** • Genesis of the dispute was this: the *Today* program members were in Paris on April 24 and started to tape the first of five programs that would originate there for presentation in New York last week (Mon.-Fri., 7-9 a.m.). Arrangements had been made with NABET whereby nine union technicians were to participate in the taping of the shows, together with personnel engaged by Intercontinental Television Corp., an organization set up recently to produce taped programs abroad. The first tape was flown to New York, edited and was scheduled to go on *Today* last Monday. The NABET technicians there declined to handle it, saying that they had been advised that the "basic operating jobs" in producing the tapes had been handled by French technicians hired by ITC and not by union staffers. They contended that this was a violation of the NBC-NABET contract.

At this point, NBC spokesmen said, they asked the technicians to put a substitute film on the air, but NABET workers refused. NBC officials claim they told the union employes to leave the studio. NABET officials later said that the technicians were told to leave the premises.

NBC's position is that NABET violated a "no strike" clause in their contract. Company officials said there is provision for an impartial umpire or arbitrator to intervene in a dispute and pointed out that NABET acted without recourse to an umpire or arbitrator.

**NABET's Position** • G. Tyler Byrne, international executive vice president of NABET, outlined the union's position in this way:

"We have a contract with NBC that gives us complete jurisdiction over NBC-owned or controlled programs, of which *Today* is one. There is no limiting language on this jurisdiction; it makes no difference whether the program is taped here or abroad. The contract states that NABET personnel must perform 'the basic operation positions'. The language is unmistakably clear on this.

"Our technicians who were over in Paris telephoned us on April 24 to complain that French technicians—and not they—were performing the basic jobs. We immediately called NBC and advised some of their officials of this circumstance. We had their personal assurances that it would be rectified. It wasn't. We again brought it to the attention of the network and again received their assurances. But nothing was done."

Mr. Byrne asserted there was an aspect of the dispute that was more significant than the stoppage. He said there is "a trend" by networks toward producing more and more programs abroad and using what Mr. Byrne calls "runaway shops" (non-union organizations). NABET is determined to "put a stop to this situation," Mr. Byrne declared, because "this is a threat to the job security of our workers."

MR. GARROWAY AND MISS BARDOT IN PARIS
Her interview in the Eiffel Tower set off a strike

He described "basic operating positions" as: technical director, video man, audio man, cameraman, audio assistant and light direction engineer.

**Nationwide Stoppage** • The work stoppage was nationwide, affecting the network in New York, Philadelphia, Washington, Chicago, Hollywood and San Francisco, where NBC owns and operates stations.

NBC filed three suits against NABET and its officials during the week. On Tuesday, the network started a $500,000 damage suit in the U.S. District Court in New York and later that day filed suit in Los Angeles Superior Court seeking $200,000 in punitive damages and $100,000 a day in actual damages. A court hearing in California is scheduled for today (May 4) on a petition for an order to stop picketing there.

Last Wednesday NBC brought a suit for a total of $100,000 against four NABET officials in New York Supreme Court. Named in the suit were Mr. Byrne; Harold L. Byers, regional director; Lawrence J. Dworkin, chairman of the New York local's grievance committee, and Howard T. Atlas, president of the New York local.

NABET officials said Thursday that the union was in the process of preparing countersuits against NBC.

Sessions were held on Tuesday and

Wednesday with J.R. Mendelbaum of the Federal Mediation & Conciliation Service but "no progress" was reported. Both parties were on call for meetings but no session was scheduled Thursday.

The work stoppage prevented the showing of the first *Today* tape last Monday but it was carried on Tuesday with supervisory employes serving as technicians. This segment featured Brigitte Bardot, who recited Shakespeare in English during an interview with Dave Garroway. Though five taped programs were scheduled originally, only four were produced after the dispute erupted and the final program was set for last Friday.

**NBC Operations Smooth** • NBC said that about 300 supervisory and management workers were used during the week to replace the 1,500 NABET members participating in the walk-out. Officials said that "operations are running very smoothly." They conceded there were "a few fluffs" but claimed that on-the-air telecasts during the week were "generally very good."

The network reported that all employes participating in the work stoppage would be docked pay as of 7 a.m. last Monday. Officials estimated that the payroll for these workers averages $40,000 a day for a seven day week.

NABET officials late last week were attempting to rally support for their action from other unions in the broadcast field, but aside from the teamster council's statement, they had received no commitments. Members of other unions had crossed NABET's picket lines freely during the week.

## AWRT CONVENTION Sen. Kennedy wants tv women emancipated

Why limit women to weather reporting? Lift the discriminatory bars which block their access to electronic journalism. This admonition to broadcasters on the part of Sen. John F. Kennedy (D-Mass,) was warmly received by his audience of over 800 American Women in Radio & Television members at the banquet opening their eighth annual convention last Thursday (April 30).

Included in the activities of the four-day conclave at New York's Waldorf-Astoria was presentation of *McCall's* magazine "Golden Mike" awards for women in radio and TV.

Top winner at the Saturday night banquet (May 2) was Mildred Freed Alberg, executive producer of the *Hallmark Hall of Fame* series on NBC-TV, for her "remarkable contribution to the cultural pattern of the country."

Other McCall's selections: Patti Cavin, broadcaster, WRC Washington, and Ellen Stoutenberg, executive WIP Philadelphia, for "service to the community in general;" Susie Strother, broadcaster, WJLB Detroit and Mercer Livermor, executive, WKKO Cocoa, Fla., "service to women;" Marge Miner, broadcaster, KFEQ-TV St. Joseph, Mo., and Sophie Altman, executive, WRC-TV Washington, for "service to youth."

Over 800 delegates were on hand for the convention at the Waldorf-Astoria. The four-day event had its formal beginning with a banquet Thursday night (April 30) at which Sen. John F. Kennedy (D-Mass.) discussed "The Challenge Ahead".

Election of club officers and directors were among the many items of business (see FATES & FORTUNES, page 88).

Included in the opening-night activities was presentation by AWRT President Nena Badenoch of the fifth annual scholarship award by the organization. Gay Pauly, 19-year-old junior at Lindenwood College in St. Charles, Mo., received the $750 for continuation of her radio-tv studies.

## Radio Month underway with official salutes

National Radio Month opened last week with a series of tributes to the medium from high government and Congressional leaders.

Special network and station promotions will continue through the month, with many industry and civic groups joining broadcasters in the observance.

FCC Chairman John C. Doerfer observed in a message to NAB that the number of radio stations has practically doubled in the last decade. "This phenomenal growth, in pace with the expanding and advancing developments of our nation's economic, social, scientific and cultural life unmistakably attests to radio's high record of performance in the public interest," he said.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, added, "Taking radio for granted is a great compliment we pay unconsciously every day to a service which reaches almost every home and 38 million automobiles in our country."

Radio continues to provide "an unexcelled means of getting the news to the people immediately," said Sen. Hubert H. Humphrey (D-Minn.).

FCC Comr. Frederick W. Ford used an at-home incident to show radio's impact. "Last year my young daughter discovered radio," he said. "For the first time she began to appreciate this older medium and its advantages and convenience. So far this year she has worn out three sets of batteries in her portable. This proves to me that radio does indeed live in the minds and hearts of the oncoming generation just as it has in ours for the past 40 years."

**'History making trip'** • That's what NABET news release said about departure of these five union technicians for Paris on assignment by NBC-TV to video tape *Today* there. Four other NABET men flew earlier. L to r: John Evans, Fred Wagner, Clarence Westover, Stan Levin and Calvin Broadhead. Just how "history-making" remained to be seen as dispute over use of French technicians on same show erupted into nationwide strike against NBC-TV in U.S.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE®

## RADIO

## delivers more for the money

Riches come from the earth of Kern County all around Bakersfield, home of McClatchy's KERN. Kern County is California's leading oil producer, yielding $280,324,000 worth of crude in 1957. *(Bureau of Mines, California)* In addition, farm products sold in Kern County in 1957 totaled $237,990,000, making this vigorous county second in the United States. *(Sales Management's 1957 Copyrighted Survey)*

Make your mark in Kern County and throughout the happy-spending Beeline market by telling your story on McClatchy stations. As a unit purchase, Beeline stations give you more listeners than any combination of competitors . . . at the lowest cost per thousand . . . by far. *(Nielsen & SR&D)*

**McClatchy Broadcasting Company**

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

spot

# summer radio goes where th

# e the family goes

Vacation may mean getting away from home...but Radio goes along.

You're traveling "right" with SPOT RADIO in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

MAY IS NATIONAL RADIO MONTH

## BASEBALL TV
## Blackout bills to kill network shows—DFS

Blackouts of major league baseball telecasts within 50 tor 75 miles of minor games could force tv networks out of baseball broadcasting, according to Dancer-Fitzgerald-Sample.

In a confidential letter to tv stations that have carried baseball telecasts, the agency showed how pending legislation could put an end to major league networking. DFS places Falstaff Brewing Co. business on the CBS-TV game-of-the-week.

DFS said a 50-mile protection around minor league cities on game days would affect 17.6 million (77%) of the 22.8 million tv homes in non-major league cities at least half of the time. Major league cities are always blacked out because of local baseball broadcasts.

A 75-mile blackout, it added, would affect 12.8 million tv homes 100% of the time and 6.5 million half of the time. Six bills containing a 75-mile proposal are pending (HR 2370, 2371, 2372, 2373 and 2374; S 616).

DFS conceded in its letter that minor league baseball is in a serious financial shape; that attendance is down, and that franchises are dropped each year.

**Change of Life** • According to DFS, the minors are victims of "a growing America, an America on wheels, a to-the-beach or to-the-mountains America, an outdoor barbecue-pit America. As the culture of America changes, as people develop more sophisticated tastes in food, clothing, leisure, entertainment; as all these things change, all else changes with them. The day of the one-car garage is ending; so is the day when people depended on the local ball team in the local park for entertainment."

Of about 180 stations carrying the game-of-the-week, 137 will be affected by a 75-mile blackout, according to the agency. DFS adds, "It is obvious that the extent of these blackouts will make it impossible for any network or advertiser to justify consideration of continuation of a game of-the-week program. We are bringing this to your attention in the hope that you will convey your sentiments, and those of your viewers, to your elected representatives in Washington."

## THE TV RATECARD
## Petry price review cuts down cut-rates

A broad program aimed at reducing discounts on tv stations' package rates and gradually raising the cost of daytime and late-night minutes is in progress at Edward Petry & Co., station representative (CLOSED CIRCUIT, March 9).

The rate cards of 15 of the Petry firm's 30 client television stations were revised during the first quarter of this year as a result of detailed reviews and recommendations by the company. At this rate, all Petry stations' prices will be subject to review at least twice a year. Aside from the increases, a number of stations' rate cards were simplified in format.

Martin Nierman, Petry executive vice president, explains that increased viewing and continued growth in tv set ownership are big factors behind the card review program: "Our stations are delivering more for the advertiser, so they are entitled to make rate card adjustments accordingly."

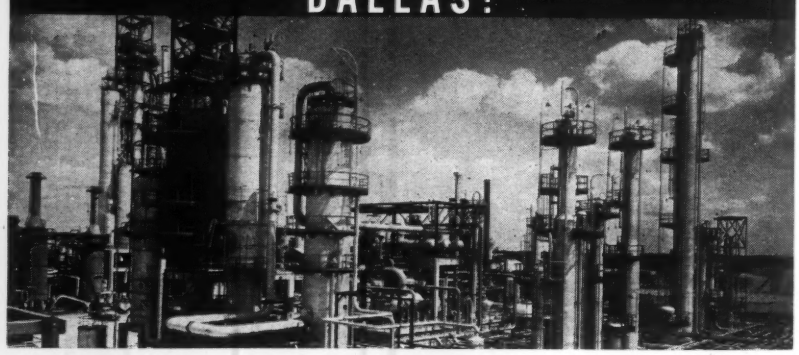
The changes are recommended on a market by market rather than general basis. Each evaluation—which may take several weeks—goes into a number of factors, such as set ownership changes, audience patterns, and the client station's competitive position on rates and audiences in relationship to other stations in the market.

**Sets and Prices** • Petry officials feel that as tv saturation gets greater and greater, rate increases must be scrutinized more carefully. The time has past, says Mr. Nierman, when blanket increases can be justified on the basis of increasing set ownership. But they also feel that in established tv markets where all allocated channels have been in operation for more than a year there will still be a need to re-examine rates and make adjustments which are equitable to advertisers and yet assure the stations enough income to meet rising operating cost. They do not feel that even established markets have reached their maximum rates: "As long as there are programming changes there will always be a need for re-examination of rates."

The policy of reducing package discounts stems from audience gains in all hours. Originally, Mr. Nierman points out, packages were set up as inducements for the sale of marginal time—"which tv no longer has."

The Petry company also wants to widen the differential between the minute rate and the station-break rate on the theory that a full minute offers vastly more opportunity for hard sell.


BALTIMORE? TULSA?
DALLAS?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

| | | | |
|---|---|---|---|
| Population | 1,520,100 | Drug Sales | $ 40,355,000 |
| Households | 423,600 | Automotive Sales | $ 299,539,000 |
| Consumer Spendable Income | $1,761,169,000 | General Merchandise | $ 148,789,000 |
| Food Sales | $ 300,486,000 | Total Retail Sales | $1,286,255,000 |

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

*Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."*

## Ohio station rep adds out-of-state stations

Ohio Stations Representatives, Cleveland, is expanding two ways—it's adding Ohio representation of stations located outside of Ohio, and it's working up programming for client stations.

The company was founded by owner-manager Leonard F. Auerbach in July 1956 to represent Ohio radio stations throughout the state except in their own markets. Mr. Auerbach currently has 24 Ohio stations on the list. The first "outside" station signed for representation within Ohio was WITH Baltimore, Md.

R.C. Embry, WITH vice president, is quoted by Mr. Auerbach as explaining his signing with the Ohio regional firm thus: "Due to the growing importance of agencies in the state of Ohio—cities such as Cleveland, Cincinnati and others—we felt that it would be far better for us to have a representative in this area who makes constant calls on those agencies, who lives with them from day to day, rather than depend on representation by a firm which normally would send a man into the state only three or four times a year. I am happy to say that our theory has been working very well."

At least two special programs—which would be fed to a "network" of OSR station clients via fm relay—currently are being planned. One is a daily farm program, the other an hour-long variety-interview show, probably originating in Cleveland but giving the stations five minutes for local news, plus news headlines and weather, to retain the local touch. The idea is to provide the stations with special programming that not only is commercial but also will build audiences.

Mr. Auerbach, who was sales manager of WDOK Cleveland immediately before starting the rep firm, says Ohio Stations will open offices in Columbus and Cincinnati "as soon as we get ourselves in a position where we can increase our service to our customers by offering them markets outside of Ohio."

**Expansion** • Len Auerbach (r) of Ohio Stations Representatives discusses two new station clients with Garry McKelvey (l), head of timebuying for the Carling beer account at Lang, Fisher & Stashower, Cleveland, and Peter Turk, Mr. McKelvey's assistant.

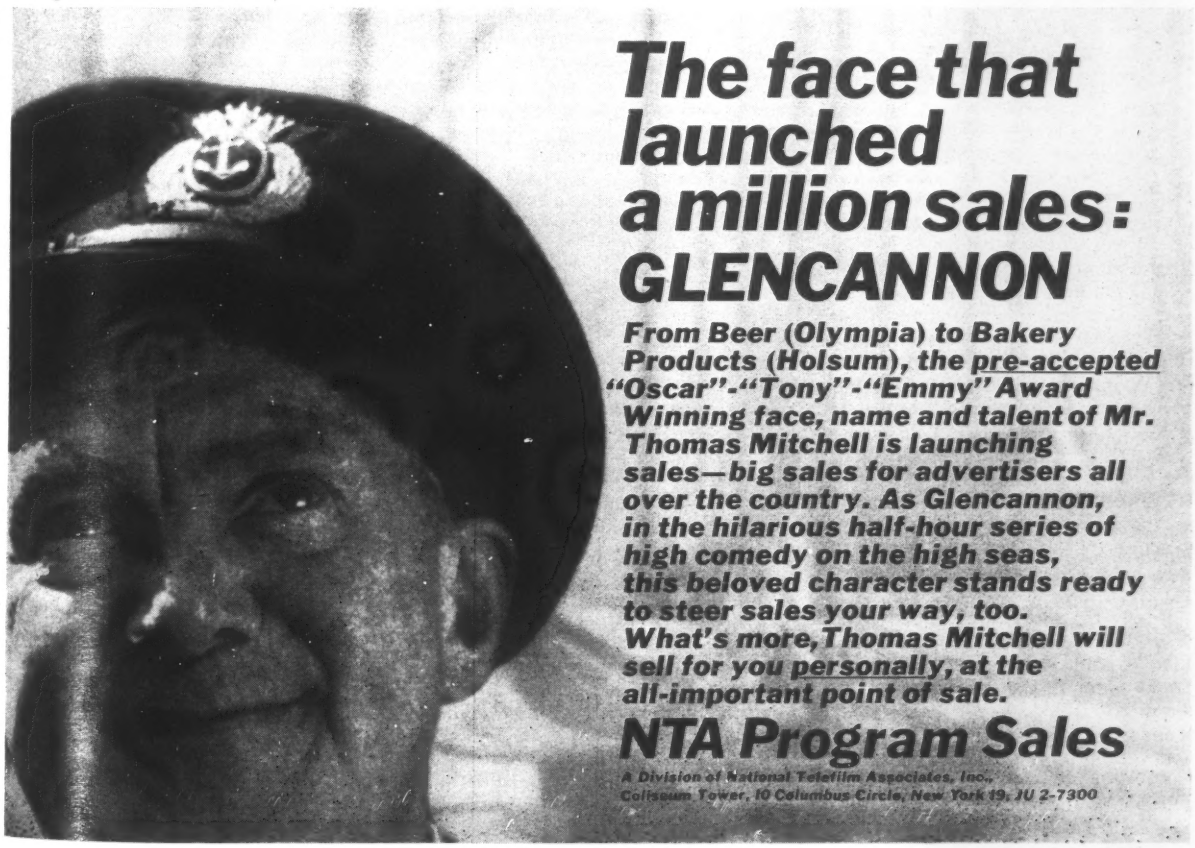
## Tv breaks liberalized in network hour shows

The tv networks are taking steps to assure their affiliates of protection spot revenue in hour-long shows scheduled in prime time.

The actions apparently have been precipitated by a discernible network trend to slate more hour-long shows in nighttime periods for the next season.

Robert E. Kintner, NBC's president, in a letter to affiliates outlining the status of the fall program schedule, reported that his network decided to simplify and liberalize policy on station breaks in hour programs.

NBC in the fall will include a station break in all hour programs except those



The face that launched a million sales: GLENCANNON
From Beer (Olympia) to Bakery Products (Holsum), the pre-accepted "Oscar"-"Tony"-"Emmy" Award Winning face, name and talent of Mr. Thomas Mitchell is launching sales—big sales for advertisers all over the country. As Glencannon, in the hilarious half-hour series of high comedy on the high seas, this beloved character stands ready to steer sales your way, too. What's more, Thomas Mitchell will sell for you personally, at the all-important point of sale.
NTA Program Sales
A Division of National Telefilm Associates, Inc.,
Coliseum Tower, 10 Columbus Circle, New York 19, JU 2-7300

sold to a single sponsor. Another exception is *Wagon Train* that was sold without a break under the network's former policy and renewed on that basis.

ABC-TV reportedly has adopted a similar policy with one essential difference: where it is not possible to insert a station break in an hour-long program, the network has the objective of providing stations with 10 seconds at the end of the show. CBS-TV has a station-break policy similar to NBC-TV's.

**No Sales Trouble** • Mr. Kintner said NBC expected to have its nighttime sales quite firm "in the next several weeks," but he carefully explained that there has been no sales trouble. "If we had elected to accept every order submitted to us, regardless of program or time period involved, our nighttime schedule could have been fully sold out several weeks ago."

NBC-TV, he said, has been concerned more with getting the "best possible shows in the best possible competitive time periods than it has with announcing new records in springtime sellouts."

Mr. Kintner emphasized that the bulk of the fall nighttime schedule had been sold as of April 24 and certainly would be completely sold "well in advance of the fall." He said it was more important to obtain a balanced schedule for "audience and prestige leadership" than early sellout. Other points:

• NBC-TV will program past 10:30 p.m. to 11 p.m. on five of the seven nights of the week, to add strength to the schedule and to meet competition. Mr. Kintner noted that CBS-TV is programming all of the 10:30 periods, all of the 7:30 positions and from 6-7:30 on Sundays while ABC-TV is programming to 11 p.m. five out of seven evenings.

• Emphasis on the need for station clearance "for the success of our schedule and for the welfare of NBC and its affiliates in this era of the most intense competition for audience and sales."

Mr. Kintner enclosed a planned fall schedule, which he cautioned may still be subject to some change. It corresponds quite closely to the nighttime schedule for NBC-TV (as well as the other networks) printed in BROADCASTING April 20.

Briefly the shows are: Sunday, starting at 7, three hour-long stanzas, *Riverboat,* a comedy-variety show, and the *Chevy Show* in that order followed by the 10-10:30 *Loretta Young Show;* Monday, starting at 7:30, *Whispering Smith, Love and Marriage, Wells Fargo, Peter Gunn* and *Alcoa-Goodyear,* all half hours and ending with the 10-11 *Steve Allen Show.*

On Tuesday, *Laramie* to 8:30, *Challenge* and *Arthur Murray,* each a half-hour and concluding with Ford Motor's projected specials starting at 9:30; Wednesday, hour-long *Wagon Train,* 8:30 *Price Is Right,* the hour-long *Perry Como-Kraft* show at 9 and the half-hour *This Is Your Life* and *Wichita Town* programs; Thursday, all half-hour shows, *Johnny Ringo, Bat Masterson,* an adventure program, *Bachelor Father, Tennessee Ernie, Groucho Marx* and *Troubleshooters;* Friday, *People Are Funny,* the 8 o'clock *Fibber McGee,* hour-long specials, half-hour *M-Squad* and *Cavalcade of Sports* at 10 p.m.; Saturday, *Bonanza* at 7:30-8:30, the half-hour *Johnny Staccato* and a western, *Five Fingers* (hour-long) and *Black Cat* at 10:30.

## ABC-TV studio plant grows east & west

ABC-TV this summer will spend approximately $3 million in new building and engineering facilities for its New York and Hollywood live programming operations, the network announced Tuesday (April 28). The expenditures are expected to be split equally between the two tv centers, it was disclosed.

In New York, the expansion and improvement plans include a new "push button" theatre-studio, transistorized lighting control units, new audio control consoles, a special effects amplifier with more than 100 electronic effects, newly-designed transistor video switcher and improved separate control booths for audio and video engineers and directors. The theatre-studio, reportedly the largest in Manhattan, will have completely mechanized walls, ceiling and seating for rapid removal when the entire 9,500 square feet of space is needed as a studio.

At ABC Television Center in Hollywood, construction is starting on a new service building, the second major building in the network's long range Hollywood development plan, and a studio for KABC-TV Los Angeles whose present theatre-studio in the center will be remodeled and expanded. This will increase to four the number of studios available in the center. Additional dressing rooms will be built for all four studios.

The service building, which will be completed in about six months, will include space for set manufacture, a paint shop and scenery storage. Audio control consoles providing facilities for 42 microphones and adapted for two- or three-track stereo sound will be installed in both the New York and Hollywood studios. The present theatre-studio in Hollywood will be remodeled into a permanent theatre with a 65 by 90-foot stage and seating for 450 persons.

## Radio-tv revenue pushes AB-PT net up

The improvement in billing by the ABC broadcasting division was responsible for a 25% increase in the estimated net profit of American Broadcasting-Paramount Theatres Inc., New York, for the first quarter of 1959 over the comparable period of 1958.

This development was a highlight of the first quarterly report of AB-PT mailed to company stockholders last week. Leonard H. Goldenson, president, reported that net operating profit for the first quarter amounted to $2,313,000 or 54 cents a share, as against $1,854,000 or 43 cents a share, in the 1958 quarter.

"The television and radio operations of our ABC broadcasting division showed improvements over the comparable quarter of the preceding year," Mr. Goldenson stated. "The ABC television network's programming for the 1958-59 season, which started this past fall, continued to reflect increased billings and audience gains."

AB-PT's theatre business, Mr. Goldenson said, was not equal to the same quarter of last year, due to the substantial business which was included in the 53-week, 1958 fiscal year. A company spokesman later said that theatre business showed a profit but was not so high as in the 1958 period.

## • Media report

• WEJL Scranton and WILK Wilkes-Barre, both Pennsylvania, have entered into a "competitive but cooperative" news exchange agreement. As news stories break in the stations' respective areas, they beeper phone reports to each other.

## • Rep appointments

• KONO-AM-TV San Antonio and KNUZ Houston, both Texas, have appointed The Katz Agency as their national representative. The Mission Broadcasting Co., James Brown, general manager, owns and operates the San Antonio stations. KNUZ is owned and operated by the Veterans Broadcasting Co., Dave Morris, general manager.

• KSAY San Francisco and KLIQ Portland, Ore., name Paul H. Raymer Co.

• WSBA York, Pa., appoints Robert Eastman & Co., N.Y.

• KEZY Anaheim, Calif., names Bob Allen for San Francisco, Jack Masla, N.Y., for eastern sales.

# The everyday miracles of oil

**WHO'S A "BEAST OF BURDEN" NOW?** Not our Cub Scout den mother. Not in this efficient day and age. It's Monday afternoon. The wash is done. The house is clean. She's free to spend leisure time in many rewarding ways – like taking her boys on an outing. And what has oil to do with this new freedom? Oil helps the appliances run, the detergents clean, the synthetic fabrics dry fast and smooth, and powers the family car. In fact, the everyday miracles of oil supply over two thousand products that serve us all, every day.

Helping to build a better future . . . **Standard Oil Company (New Jersey)** Esso

*One of a series of messages appearing monthly in newspapers from Maine to Louisiana–the area served by Esso Standard Oil Company. Other Jersey Standard affiliates and their distributors market elsewhere in the United States and 134 other countries and dependencies.*

# CBS, NBC CHALLENGE REPPING BAN

## Networks, some of spot clients buck proposal by FCC to prohibit national representation by networks. Only SRA, Petry want rule change

Vigorous opposition to the FCC's proposal to ban networks from the station representation field was voiced last week by both CBS and NBC—and some of their spot sales clients.

The objections were made in comments filed on an FCC proposal to force CBS and NBC to divest themselves of their spot sales organizations. ABC does not have a spot sales subsidiary.

The Commission's proposal was issued last January and followed recommendations by the Network Study Staff (BROADCASTING, Feb. 2).

Only two comments favoring the proposal were filed—by the Station Representatives Assn. and by Edward Petry & Co., station representative firm.

**Question FCC's Right** • Both CBS and NBC—and stations represented by these networks—challenged the FCC's authority to forbid the stations from being represented by the networks.

A group of CBS television stations added, however, that if the Commission were to enact this regulation, it should "grandfather in" the existing number of stations represented by the networks.

Both networks and the stations they represent claimed that there is no need for such a regulation in radio.

Extracts of the comments follow:

CBS Television Stations, a division of CBS Inc., made these points:

• CBS and NBC Spot Sales have not played a dominant role in national spot representation in the tv field.

• The decisions of the stations to be represented by CBS or NBC Spot Sales are business judgments by the stations, and they have suffered no adverse effects because of this.

• Both CBS and NBC Spot Sales limit their representations to affiliated stations and also limit the number of stations represented.

• Other representative firms have not suffered competitively because of the networks' participation in this business.

• CBS Spot Sales has not pressured its station list to take any action to equalize station spot rates and network rates.

• Activities of both CBS and NBC Spot Sales have promoted national spot advertising.

• There is no public interest reason to divorce the networks' spot representation activities from network operations. No proof has been submitted that a reason exists for such divestiture.

• The FCC has no authority to issue such a rule.

On this last point, the CBS presentation stated:

"Thus, the legal issue confronting the Commission is whether the record will permit a finding that by reason of the operation by CBS and NBC of spot sales units, or by their conduct in operating the same, the scope, character or quality of service to the listening public has been or may be adversely affected. . . .

"On this, the [Barrow] Report and those who testified in support of the proposed rule have made no showing."

The CBS comment contained also an affadavit by Bruce R. Bryant, general manager of CBS Television Spot Sales, who maintained that the alleged conflict of interest between his organization and networking is more apparent than real. "There is the strongest and most effective competition between CBS Spot Sales and the Network Division," he stated.

**Who Decides** • "It is the station's—not our—decision as to which program it will accept," he said.

He then made this point:

"By and large, however, the success of national spot advertising is largely dependent upon successful network programming and far from being competitive, the two services are basically complementary. . . . The greater the popularity of the network program, the greater the demand by advertisers for a spot adjacency."

He also denied the allegation that networks attempted through their spot sales units to force stations to equalize spot and network rates.

**Clients Protest** • Seven independently owned stations represented by CBS Television Spot Sales told the Commission that (1) it didn't have the power to impose a divestiture rule regarding spot representation by networks, and (2) there is no need for such a divorcement.

But, they added, if any type of rule is promulgated, it should be one limiting the networks to the number of stations they now represent in the spot field.

The stations — KGUL-TV Houston-Galveston, Tex.; KOIN-TV Portland, Ore.; KSL-TV Salt Lake City, Utah; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WJXT (TV) Jacksonville, Fla., and WTOP-TV Washington, D.C.—held to these points:

• The Commission should not forbid networks from representing independent stations without a "compelling" public interest reason.

• There is no such public interest reason — the stations represented by CBS and NBC Spot Sales constitute a small group among all stations.

Charges that network representation handicaps other station representatives in adding network affiliates to their client lists and restrains competition between network advertising and national spot advertising to the latter's detriment is false, the CBS represented stations declared.

Both CBS and NBC are committed not to increase appreciably the number of represented stations, the statement said. And, it added, there is active and vigorous competition between the spot sales divisions and the network divisions of both CBS and NBC.

The seven CBS-TV affiliates represented by CBS Spot Sales account for only 3.6% of all CBS affiliates and 1.4% of all operating tv stations, the document related.

The six NBC-TV affiliates represented by NBC Spot Sales account for only 3.2% of all NBC television affiliates and only 1.2% of all operating stations, it stated.

Thus, it pointed out, the 13 CBS and

### Beat the heat

The FCC has announced its usual August recess, during which there will be no hearings or oral arguments. The Commission will hold one meeting during the month, Saturday, Aug. 1, and then will not convene again until Sept. 2. Different commissioners will be on hand during the month, however, to handle motions, emergency matters and expedite routine business. The FCC notes that its annual summer recess "is a convenience" to those who deal with the agency.

NBC affiliates represented by the networks' spot sales divisions account for only 3.4% of all CBS and NBC affiliates, and only 2.6% of all operating tv stations.

**Down the Line** • CBS and NBC Spot Sales rank 19th and 21st respectively in the number of stations represented, the statement noted. The largest representative, Blair-Tv and Blair Television Assoc., has 51 clients, the CBS represented stations said. This is 10% of all tv operating stations, it pointed out.

The document urged that no rule be adopted, saying "The Commission was not created to control the internal management of stations or the normal business operations of licensees."

The seven CBS affiliates which chose to be represented by CBS did so on their own initiative, voluntarily and of their own free will . . . for hardheaded business reasons."

In order to allay fears that CBS or NBC might some day expand their spot sales lists, the CBS affiliates suggested a rule which would limit CBS and NBC to approximately the present number of stations.

Such a rule containing a "grandfather" clause, the affiliates said, would not only take care of this fear of expansion, but also would not disrupt existing business relationships.

**NBC's Charge** • NBC contended that the FCC proposal is not only illegal but violates the right of stations to make their own business judgments.

In its statement, NBC makes five points:

• NBC has not restrained competition among national spot sales representatives for clients, nor has it the "potential" to do so.

• NBC has not restrained competition between national spot and network business, nor can it be assumed that such restraint will occur.

• The proposed rule would restrain stations in making a "free" choice of national spot representation, would force them to discharge their present national spot representatives, and would reduce by two the number of spot representatives in the business of representing stations.

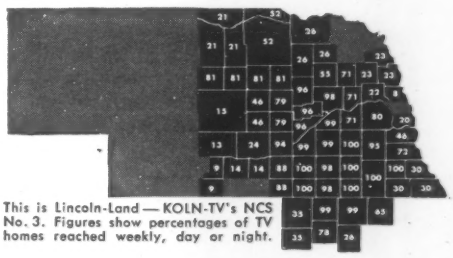
• The "drastic" remedy of divestiture is not appropriate where there has been no finding of domination or monopoly, nor can it be utilized on mere "potential" restraint.

• The FCC has no legal authority to promulgate this rule.

In its discussion of these points, NBC noted that only one of the six tv stations it represents is in a market that has more than three comparably competitive tv stations on the air—and this is in Denver (where NBC Spot Sales represents KOA-TV). In the five other

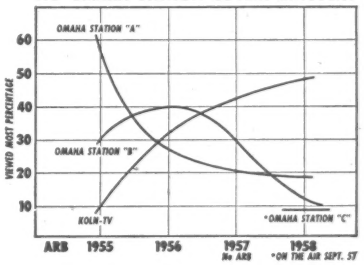

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!




*The Fetzer Stations*
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

There are just two big, important TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is Lincoln-Land.

Lincoln-Land contains *more than half* the buying power of the entire state, and *it's completely dominated by one TV station — KOLN-TV!* In the Eastern market, no fewer than *three* TV stations compete for viewers' attention.

Avery-Knodel will give you all the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
*Avery-Knodel, Inc., Exclusive National Representatives*

1
United Press International news produces!

cities, the networks are at the mercy of the stations, it noted.

Other NBC represented stations are KSD-TV St. Louis, WCKT(TV) Miami, WAVE-TV Louisville, WRGB (TV) Schenectady, and KONA(TV) Honolulu.

Actually, the network stated, the stations represented by NBC Spot Sales represent only a "minute" segment of the national tv spot sales medium.

**Supposition** • The charge that NBC Spot Sales has the potential to affect the competition between national spot and network advertising is theoretical, NBC said.

It continued:

"The basic error of the [Barrow] Report is in failing to see that it is not the *individual* stations which compete with the networks for the business of national advertisers, but rather it is the stations *collectively* in all the markets of the United States which constitute the national spot advertising medium. The networks do not compete for advertising revenue with any of the individual stations represented by their national spot representatives, so therefore, competition between them cannot be restrained."

The proposed rule would "for the first time" artificially restrict licensees in their choice of a national spot sales agent, NBC said. It continued:

"We thus have a situation where it is proposed to impose a present and actual restraint on the freedom of choice of a licensee in order to save him from the hypothetical possibility that at some future date his freedom of choice may be restrained."

**Competitive Disadvantage** • The proposal would force stations to hire what they consider less capable sales representatives, NBC said, and thus render themselves less able to compete with other tv stations and other media in their markets.

In another reference to the Barrow Report, NBC declared that "since it [the Report] could find no facts indicating restraints by NBC, what the Report has done is to conjure up these assumptions in order to shift to NBC the burden of proving that its operation of a national spot sales representative is not actually or theoretically wrongful."

This is neither fair nor due process, NBC said.

Essentially, NBC charged that the proposed regulation would impose the 'harsh' remedy of divestiture without finding the present system has produced ill effects or attempting to determine if some other remedy might be used as a preventative.

In attacking the FCC's legal authority to act in this area, NBC made this observation:

"Merely because the Commission has jurisdiction to make special regulations applicable to 'stations engaged in chain broadcasting' does not mean that once a station engages in chain broadcasting, *all* its activities become subject to regulation under Sec. 303(i), including activities not involved in chain broadcasting."

**The Represented** • In two similar comments—by KSD-TV St. Louis and WAVE-TV Louisville, both represented by NBC Spot Sales—the charge was made that the Commission is attempting to expand its authority to regulate the internal business practices of licensees.

This, the documents stated, is contrary to the intention of the Commission itself "as expressed over many years." The two stations made these points:

• Unless the Commission is prepared to take over direct regulation of networks, "it would be a matter of gross insufficiency if the Commission, part by part, were to intrude itself into this field."

• Neither the Communications Act nor the FCC's chain broadcast regulations are in any way devoted to the control of the business practices of stations.

• By forbidding a station to engage a network to act as national spot representatives the Commission in actuality is telling a station who may be employed as a station representative. If this is correct, the FCC must go one step further and prescribe standards and character of all representative organizations, their methods of competition with each other and the terms of their contracts with FCC licensees. This might very well involve the Commission in amounts of payments, commissions and rebates.

Both stations maintained that their choice of NBC Spot Sales as national representative was conditioned solely on their belief that it was the best type of representation they could get "... and experience has justified this decision," the documents stated.

KOA-TV Denver, represented by NBC Spot Sales, said it is in a four-station market where the network is "relatively free to 'ditch' an uncooperative affiliate.

KOA-TV noted its present owners bought KOA from NBC in 1952 and were solicited for representation by NBC Spot Sales, but at that time decided to use another organization. NBC Spot Sales acquiesced and didn't attempt any pressures, though KOA sought affiliation with NBC-TV if it won in the contest for ch. 4, the station said.

**No Pressure in Denver** • After KOA-TV won ch. 4 in the summer of 1953 it decided not to use NBC Spot Sales, but still it acquired NBC-TV affiliation. NBC-TV used no pressure, though it could have threatened to affiliate with another Denver station, KOA-TV said.

But by the fall of 1955 KOA-TV felt it wasn't getting as much national spot business as it should and invited presentations from six representative firms, analyzing them several months and finally deciding to go with NBC Spot Sales, both am and tv. The station said that this judgment was not misplaced as indicated by the fact its spot business was up in 1958 by 34.2% over 1955. KOA Radio decided to join another representative in 1957 and the network "gracefully accepted" the decision, the station said.

The station held there is no illegality in a network representing a non-owned station and that a rule against this would needlessly restrict the station's choice.

**Rest of the Reps** • Station Representatives Assn. plumped for the divorce of both tv and radio networks from representing independent stations in the spot field.

The strength of the network bargaining position due to affiliation makes it difficult for independent station representatives to solicit national sales representation contracts from licensees where the network also is in the same business, it said.

SRA stressed what it called the inherent conflict of interest involved when a network acts as a station representative for an affiliated outlet. On the one hand it is selling network time; on the other, spot sales. Each is competitive with the other, with the net-

## No second helping

If a political candidate declines a broadcaster's offer of free time to participate in a conference-type program with his opponents, he can't force the broadcaster to give him free time for a monologue later, the FCC ruled last week.

The Commission ruled to this effect at the request of Alvis H. Temple, WKCT Bowling Green, Ky., president of the Kentucky Broadcasters Assn. Mr. Temple told the FCC a group of Kentucky radio stations had invited all Democratic and Republican candidates for nomination for governor and lieutenant governor to participate in the discussion hookup, but only about half had accepted. He asked if the broadcasters, under Sec. 315, would be required to offer equal time to those who declined the offer or didn't show up for the hour-long broadcast.

The stations involved were not indicated in the correspondence.

work aspect by far the most important to the firm, SRA said.

This gives the network the incentive to see that its represented stations maintain a close relationship between national spot rates and network rates "so as not to encourage the diversion of advertising revenues from network business to spot business," it charged.

**Relative Emphasis** • In addition, SRA stated, since both the network division and the network's spot sales division are working for the same owner, "an accommodation must be made between network sales effort and national spot sales efforts. National spot sales cannot be pushed so vigorously as to cause a dip in network revenue—the principal business interest of the company."

In its proposed rule language, SRA emphasized that the bar against networks acting as spot sales representatives would apply not only to networks as such but also firms or persons who are under common control with a network organization. It suggested that the rule become effective in 30 days, except where a station is now being represented by a network, where the prohibition becomes effective in two years.

**Petry Text** • Edward Petry & Co., supporting the proposed rule, said it also should be applied to radio. Petry said that when network tv and national spot sales are under the same ownership, one of them inevitably must suffer because "these two time products are competitive." Petry said it doesn't believe the networks have used pressure to establish artificial spot rates, but that networks have special advantages because of their ownership of stations in the biggest markets. National sales representation is not the function of a network, as ABC's position proves, Petry said. The representative added that though a network may not have consciously used affiliation as a pressure on stations, that power, nevertheless, puts it in an "unmatchable position."

Petry said that if the proposed rule is adopted, a two-year "grace" period for stations to move to another representation firm is not "reasonable, practical or necessary." Six months is enough, Petry said.

**The Radio Side** • CBS Radio—in a separate filing in reference to the Commission's request that comments on the television representation question also relate it to radio—declared that "there is such an obvious lack of need for a [divestiture] rule in radio that the inquiry should be dismissed.

The point made by CBS Radio was that in 1948 at a hearing before the FCC on the question of network representation of radio stations, the fear was expressed by the then National Assn. of Radio Station Representatives that networks might in the future subordinate spot sales to network sales.

This has not proved out, CBS Radio said since (1) radio national spot sales have increased (from $104,759,761 in 1948 to $169,511,000 in 1957); (2) the number of standard broadcast stations have increased from 1,824 in 1948 to 3,097 in 1957; (3) the number of independent national spot representatives has increased from 55 (representing 1,135 stations) in 1948 to 110 (representing 1,910 stations) in 1958.

CBS Radio also cited decreased advertising expenditures for national radio networks (from $137,618,799 in 1948 to $47,951,000 in 1957), and the lessened percentage of total radio advertising expenditures attributed to network (from 37.5% in 1948 to 10.5% in 1957), with the concurrent percentage increase in national spot expenditures for the same period (21.5% in 1948 to 30.2% in 1957).

Opposition to the inclusion of radio in any rule prohibiting networks from representing non-network owned stations in the spot sales field was expressed by five stations represented by CBS Radio Spot Sales.

The stations—KOIN Portland, Ore.;


WILLIAM TELL

WILLIAM TELL PACKS THE BIG SELLING PUNCH! And whatta punch! Socko in Cleveland with audience research comments like this: "well acted," "wholesome," "fast-moving," "suspenseful.*" Socko in Pittsburgh, Houston, and all around the country for such advertisers as Meadow Gold Dairy, Fisher Foods, and Lucky 7 Stores. And soon William Tell comes out swinging in 5 new markets via the Triangle stations who've just bought into the big excitement. What's more, William Tell keeps punching for advertisers with unprecedented merchandising, on-the-air, at-point-of-sale, everywhere! And it's all part of the buy...when the buy is "THE ADVENTURES OF WILLIAM TELL."

*For the full report, contact NTA Research Department.

NTA PROGRAM SALES A DIVISION OF NATIONAL TELEFILM ASSOCIATES, INC., TEN COLUMBUS CIRCLE, NEW YORK 19, JUDSON 2-7300

KSL Salt Lake City, Utah; WBT Charlotte, N. C.; WCCO Minneapolis, Minn., and WTOP Washington, D.C. —maintained that this business accounts for only a small segment of the industry.

Five CBS affiliates and three NBC-represented affiliates make up only 2% of all CBS and NBC radio affiliates, less than .3% of all radio stations.

**Past 11 Years** • Predictions of dire consequences made at the 1948 FCC hearing on station representation by networks have failed to materialize, the group noted. The data presented was much the same as those submitted by CBS Radio (see above).

The group stated:

"The Commission should not institute any proceeding looking toward adoption of any rule prohibiting independently owned stations from being represented by CBS Radio Spot Sales. It does not have legal power . . . there is no affirmative public interest reason which would justify the Commission's interference with the business relationship between stations and their sales agents."

**Regional Aspect** • Intermountain (regional radio) Network said consequences of extending to radio a similar rule as that proposed for tv would be unfortunate for regional operations. Since such a rule for radio would follow that proposed for tv, the proposed rule for tv should be "carefully phrased" to limit its applicability to national tv networks in the business of national spot sales, Intermountain said. Intermountain said there apparently is no problem in radio similar to that in tv and that it would be "most unfortunate" if the FCC foreclosed with such a rule the type of business now carried on by regional radio networks.

## AT&T toll protested

The FCC was asked last week by WSAZ-TV Huntington, W.Va., to order American Telephone & Telegraph Co. to refund $5,436 in charges passed on to the station by NBC-TV for "certain extra interexchange and/or interconnection charges" made from April 29 to Sept. 28, 1958.

WSAZ-TV said it "believes" the charges were made to NBC by AT&T's Long Lines Dept. for tv transmission channels between Columbus, Ohio, and Huntington. WSAZ-TV said Long Lines previously had "agreed" no such extra charges, besides the NBC monthly charges, would be made, but that at the beginning of the period in question AT&T "started a new form of billing to NBC," requiring the network to pass on the extra charges to the station.

WSAZ-TV asked the FCC to issue a cease and desist order and require a refund plus "reasonable" attorney's fee.

# A SWAP TO GET MORE VHFS?

## FCC, OCDM in long-range allocations talks

The FCC announced last week that it is conducting joint long-range planning with the Office of Civilian & Defense Mobilization on overall civilian and government frequency allocations.

This is the first official word that the FCC and the executive department are exploring the possibility of swapping frequencies in order to add more vhf channels to the television allocations.

Informally, the news has been known for some weeks.

The statement stressed one significant factor—time. It said that the consultations are for the purpose of producing "an improved pattern of frequency allocations which could be implemented within the next 10 or 15 years."

The program, the Commission said, will be on a continuing basis. One of its aims will be to "simplify" allocations for radio "including television."

The technical studies are being made jointly by the Interdepartment Radio Advisory Committee (IRAC) and the Commission staff.

It also stated that the industry would be called on for information on the anticipated state of the radio art.

**What's the Timetable?** The long range program, the announcement said, is planned for the future—well beyond the studies already completed for the 1959 Radio Conference (scheduled to be held in Geneva this summer).

The statement said that this is a new approach in government planning for the long-term future in the field of frequency allocations. Before this, it was explained, conclusions were coordinated after individual plans had been made by the FCC and the government.

Although the announcement referred broadly to the entire field of radio communications, it was understood that the initial objective was the tv allocations situation.

This involves the possibility of the exchange of the present uhf tv frequencies for additional vhf bands, now used by the government services, primarily the military services.

The announcement of the FCC-OCDM consultations came a week after the FCC's approach to the tv allocations problem was released (BROADCASTING, April 27).

**Shoehorning Assailed** • Only one reaction to the Commission's statement on tv allocations was announced. This was by the Assn. of Maximum Service Telecasters, the organization which represents major tv stations in most of the big markets.

AMST warned that plans for an interim solution—drop-ins of additional vhf channels in "critical" markets by cracking the mileage separation standards—would be fought.

The association said it would "vigorously" support the FCC in its efforts to secure more vhf frequencies from the military.

Its objections to the drop-in plan stems from its feeling that such a move would place the FCC in an inferior bargaining position with government agencies. The interim action, AMST said, is premature.

The group's board met in Washington April 25 and 26, the weekend following the release of the FCC's tv allocations plan.

AMST said that if the FCC did move forward to add more vhf channels in "critical" areas waiving existing mileage separations between stations, it should adopt a policy of "careful preplanning."

This policy should have two aspects, AMST said:

• Proper standards of selection should be established to govern any departure from present minimum spacing requirements and to circumscribe them to instances where they are in fact "most critical shortages."

• Firm engineering standards should be established fixing limitations beyond which no impairment would be permitted of the service provided by existing stations to the public.

The organization opposed the FCC's avowed intent to follow a case-by-case policy on drop-ins.

Lester W. Lindow, executive director of AMST, explained:

"The members of this group are operating television broadcasting facilities at the maximum service permissible by Commission regulations. The Commission wisely has rejected, to this time, many proposals for reduction of co-channel and adjacent-channel mileage separation, thus insuring the fullest possible service of this medium to the American public.

"Any reduction in mileage separation in our present system of television can lead to interference which would particularly damage reception now enjoyed by rural-small town America."

**High Saturation Statistics** • Mr. Lindow said 99% of the American homes are within the service area of at least one tv station. He also called attention to a recent A. C. Nielsen Co. report which indicated that 98% of U.S. tv homes receive at least two signals, 94% at least three, and 81% at least four. Mr. Lindow stated that the average American home receives five different tv signals.

Television service should not be re-

# INFLATION...

## Here's where inflation really hurts you

You really feel inflation when you get to the check-out counter. That is when the dollars you have in your pocket seem to vanish fast.

Some people *think* they benefit from a little inflation – for a while.

The awakening comes when they find they are *paying* more and more for less and less – that more dollars are needed for the things that cost fewer dollars a while back.

That's inflation.

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a substantial increase in the nation's productive efficiency. The reason: 75 percent or more of the final cost of what you buy goes for labor.

It's kind of a chain reaction. With each round of wage and price increases, your dollars lose another chunk of purchasing power.

If things keep on this way another twenty years – or ten – or five, what will you get for your dollar? What will happen to your savings, your insurance, your pension plans... your children's education?

Isn't it time to stop this spiral that eventually robs you of your future security?

This message is being brought to you by

**REPUBLIC STEEL**

as a member of the

**AMERICAN IRON AND STEEL INSTITUTE**

Republic Steel serves the food industry from farm to grocery. Republic is one of the largest suppliers of steel for farm machinery; of stainless steel for food processing equipment; of high strength alloy steels for trucks and trains; and of galvanized or Electro Paintlok® steel sheets for the counters, racks and cash registers of grocery stores.

duced, whatever plans are adopted, Mr. Lindow said. He added:

"It would be paradoxical if any plans designed to improve the public's television service resulted in degraded or impaired service."

The AMST board also supported the suggestion of the Commission that legislation be passed by Congress requiring all tv receivers in interstate commerce to be equipped to receive all tv channels.

It also urged the maintenance of all of the existing 12 vhf tv channels. In the FCC's discussion of alternative plans, there are two instances where it foresaw the possibility of an expanded vhf service beginning with the present ch. 7 (174-180 mc).

In the resolution passed unanimously by the board, AMST stated:

"That wide area television service should be maintained on the existing 12 vhf channels in order to provide maximum television service for the American people, including rural and small town America, and that the FCC minimum spacing requirements are the only existing FCC standards which assure such service and should continue to be the basic standards to assure such service."

## ABA ethics bill offered in House

Proposals by the American Bar Assn. to establish standards of conduct for FCC and other agency hearing proceedings of record were introduced last week by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

The ABA bill would add a new section to the Communications Act reading: "In agency hearing proceedings which are subject to notice and opportunity for hearing and required by law to be based upon a hearing record, the agency's determination and decision shall be based solely and exclusively upon the issues, pleadings, evidence and contentions of record in the proceedings." The provision would not apply to administrative actions and rulemaking proceedings.

Commissioners and staff personnel would be prohibited from taking part in ex parte contacts and all communications would be made a part of the public record. Those making off-the-record presentations or commissioners failing to report same would be subject to a $10,000 fine and/or one year in jail.

In introducing the ABA bill, HR 6774, Rep. Harris told the House that it covers some of the same problems as HR 4800, which he also introduced. The two bills also differ in some respects, he said.

Rep. Harris said that both bills will be the subject of future hearings by the House Commerce Committee, of which he is chairman. "It is my hope that by introducing this bill witnesses interested in this subject will take occasion to study and compare the two bills," he said.

HR 6774 also has sections dealing with five other independent agencies, as does HR 4800.

## Drawn-out Mack trial may go another month

The Miami ch. 10 conspiracy trial of former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside ground through its fourth week last Thursday amid indications from counsel it may last into June.

Witnesses were Myrtle Adams (April 27), head of FCC's auditing section, who concluded testimony begun the week before on Mack-to-Whiteside long distance phone calls; FCC Chairman John C. Doerfer (April 28), who testified on voting practices at the time the FCC made the March 1957 award of ch. 10 to Public Service Tv Inc., subsidiary of National Airlines; and William Y. Stembler (April 28-30), president of the Whiteside-controlled Stembler-Shelden Insurance Agency, on payments made by the agency from 1955 to 1957 to Mr. Mack or to Andar Inc., a firm given to Mr. Mack by Mr. Whiteside.

Federal District Judge Burnita S. Matthews denied requests by defense counsel Nicholas J. Chase (Mack) and Arthur J. Hilland (Whiteside) that she disqualify herself in the case. They charged her with bias and with influencing the jury against the defendants. She denied this.

**Why the Delay** • Chairman Doerfer said the FCC grant was held up a month to answer inquiries made by three senators, A.S. Mike Monroney (D-Okla.), former Sen. Frederick G. Payne (R-Me.) and Alan Bible (D-Nev.). He didn't say what the senators had asked.

The FCC chairman, who appeared under subpoena before his departure for Tokyo (Pacific cable talks) last week, said there were differing views as to how many votes at the time were needed to make a valid grant. He said he himself felt that if a quorum were present a majority vote would determine the award—or a plurality where there were three applicants. (The FCC vote was 4-2 for PST, Comr. T.A.M. Craven abstaining; defense lawyers have held that the award could have been made with a 3-2 vote and that Mr. Mack's vote was not needed in the grant.)

Questioning on Chairman Doerfer's views on this was dropped after Mr. Chase objected.

Mr. Stembler, testifying on Stembler-Shelden payments to Mr. Mack, said Mr. Mack's account with the firm was continuously overdrawn while he was on the FCC. He added that so was his own and Charles F. Shelden's. The witness pleaded poor memory of many of the transactions listed on the company's subpoenaed records and said the information would have to come from Mrs. Elaine Wood, the company bookkeeper, who presumably will be called in to testify.

In one joust between defense lawyers and Justice prosecutor J. Frank Cunningham, Mr. Chase charged Mr. Cunningham with asking Mr. Shelden an unfair and leading question. He asked that the trial be stopped and that the record be forwarded to Mr. Cunningham's boss, Attorney General William P. Rogers, for study. Both requests were denied.

**New Witness** • Defense counsel said Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has agreed to testify without subpoena on the committee's 1955 hearing of Mr. Mack's nomination to the FCC. Mr. Chase said testimony will be designed to indicate Mr. Mack's "state of mind" during the adjudication period of the ch. 10 case. This has to do, he said, with senators exhorting Mr. Mack to help overcome the "regulatory lag" by speeding up proceedings in tv contests and thus bringing early tv service to U.S. cities.

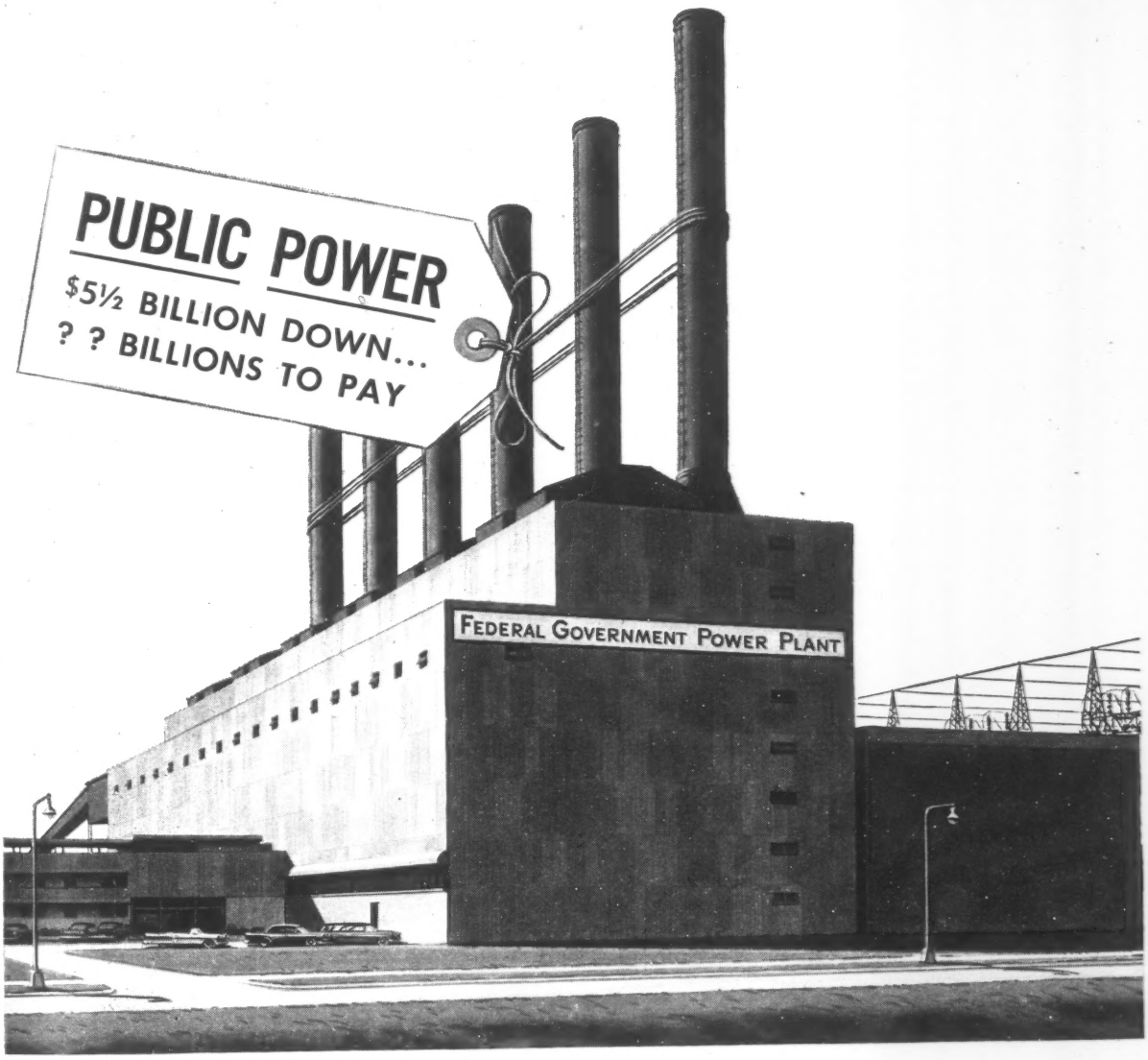
## Harris plans hearings on eight etv bills

Rep. Oren Harris (D-Ark.) last week announced that his Communications Subcommittee of the House Commerce Committee will hold public hearings May 12-13 on eight bills designed to grant federal aid for educational tv.

Among the bills slated for consideration is S 12, co-sponsored by Sens. Warren Magnuson (D-Wash.) and Andrew Schoeppel (R-Kan.), which already has passed the Senate this session over White House objections. The Senate bill would grant each state and the District of Columbia up to $1 million for the establishment and improvement of etv facilities.

Also to be considered are HR 32 by Rep. Hale Boggs (D-La.), HR 1981 by Rep. Stewart Udall (D-Ariz.), HR 2926 by Rep. Kenneth Roberts (D-Ala.), HR 3043 by Rep. Morgan Moulder (D-Mo.), HR 3732 by Rep. John Foley (D-Md.), HR 4284 by Rep. Harris McDowell (D-Del.) and HR 4572 by Rep. Alvin Bentley (R-Mich.). All except the Roberts bill are very similar to S 12.

Rep. Roberts' proposal would allocate up to $1 million to each state for etv, provided that the federal ap-




# Is the U.S. buying socialism on the installment plan?

There's clear evidence that socialism is being sold to Americans on time.

So-called "public power" has already put 1/5th of the country's electric generating capacity into the federal government's hands. And the taxpayers have footed the bill—to a total of $5,500,000,000.

But this is only a down payment according to the plans of the lobbyists for federal government "public power." They are pressing for an *additional* $10,000,000,000—almost twice as much more.

And from any economic point of view, this multi-billion-dollar spending is unnecessary. For the country's hundreds of *independent* electric light and power companies are ready to provide amply for America's growing power needs—and *without* depending on taxes.

Federal "public power" can go on spending and spending largely because people don't realize they're paying for it—and don't see the socialistic implications.

But it can be stopped—by informed and understanding people. Will *you* help spread the word?

America's Independent Electric Light and Power Companies

Company names on request through this magazine

propriation is matched dollar-for-dollar by the state receiving funds. In addition, $10,000 in federal monies would be granted each state to survey its need for etv.

The Alabama Democrat, a member of the parent committee, said that he would urge the subcommittee to adopt his bill over the Senate-passed measure. He said the matching-funds grant is preferred because of the current federal budget situation and it would be fairer to states which already have established etv stations. Rep. Roberts plans to amend HR 2926 to specify that states which already have invested in etv may get matching federal funds based on current value of existing facilities.

Sen. Magnuson said last week that he would be willing to discuss with the House proposed amendments to his bill. He did not, however, state whether he would accept the matching-funds provision of the Roberts bill.

During the 85th Congress, the Senate passed an identical etv bill authored by Sen. Magnuson. Just prior to adjournment last summer, the House Commerce Committee approved the measure but it never reached the House floor. The Dept. of Health, Education & Welfare, which would administer the etv funds under provisions of all the bills, has objected to the proposals on the grounds federal aid to etv is not needed. The Budget Bureau also is opposed.

## Subpoena delayed

Subpoena of correspondence by WSPA-TV Spartanburg, S.C., with Sen. Strom Thurmond (D-S.C.), former state Gov. and former U.S. Secretary of State James F. Byrnes and the FCC was withheld last week in the court-remanded rehearing in the Spartanburg ch. 7 case. FCC Chief Hearing Examiner James D. Cunningham said he will rule on the subpoena requested by uhf WAIM-TV Anderson, S.C., sometime this month after counsel for WSPA-TV and WAIM-TV have submitted briefs on WSPA-TV's move to quash the subpoena.

WAIM-TV, in whose favor the U.S. Court of Appeals in Washington ruled last May in remanding the FCC's grant to WSPA-TV to move its transmitter to Paris Mt., asked that such correspondence from 1954 to the time the appeals court issued its 1958 ruling, be subpoenaed. Joining in WAIM-TV's appeal was WGVL (TV) Greenville, S.C., a uhf outlet now off the air.

The court decision remanded the FCC's decision of July 1957 (reaffirming a 1954 grant to WSPA-TV), saying the FCC failed to justify the service curtailment resulting from the grant to WSPA-TV to move its transmitter site from Hogback Mt., outside Spartanburg, to Paris Mt., nearer Greenville, S.C. The court also refused to accept the FCC's ruling of "excusability" for a misrepresentation issue raised by the two uhf outlets.

## Property rights test filed in Idaho court

Suits to determine whether a television station has a property right in the signal it disseminates and the programs the signal carries were filed Wednesday (April 29) in an Idaho federal district court by three Salt Lake City tv stations.

The suits—by KUTV (TV), KTVT (TV) and KSL-TV—were filed against Cable Vision, a community antenna operation in Twin Falls, Idaho, and Idaho Microwave Inc., common carrier which plans to relay programs of the three stations to the Twin Falls catv system by microwave. Both are controlled by W.L. Reiher. The stations asked a permanent injunction to halt the catv system's planned expansion in Twin Falls by microwave pickup and relay.

NAB Chief Counsel Douglas A. Anello said last week his organization hopes the suit will determine "once and for all" the question of the rights a broadcast station has in its signal, particularly use of the signal for commercial purposes without its consent. He said he understood the National Community Tv Assn. also is anxious to have this question resolved.

KUTV, an ABC-TV affiliate, said it sells KLIX-TV Twin Falls the right to pick up and rebroadcast its signal, KLIX-TV having an agreement with ABC-TV to use network programs. The proposed catv operation would cause KUTV to lose its fee for KLIX-TV's right to rebroadcast, the station said in its suit.

The Salt Lake City outlet also said the community antenna would deprive KUTV of the fruits of its efforts with no compensation; interfere with property and contractual rights; possibly degrade the KUTV signal and thus cause a loss of goodwill; and cause KUTV to have to pay more for talent, performers and program product to the extent that these are deprived of a market in Twin Falls where they can sell their talent, performances and products.

KTVT and KSL-TV joined the action on similar grounds but are not involved in the sale of any rebroadcast rights.

Cable Vision began operation in May 1955 and carries the signals of KBOI-TV and KTVB (TV) Boise, KID-TV Idaho Falls and KLIX-TV.

## Rep. Shipley pushes am daytimers' fight

Daytime am stations' continuing fight for longer wintertime hours again was put before Congress last week. Rep. George E. Shipley (D-Ill.) introduced a bill, HR 6676, authorizing daytime stations to operate "at least from 6 a.m. to 6 p.m."

The question of extending operating hours of daytimers long has been before the FCC and the Senate held hearings on the subject two years ago. Comments are due Wednesday (April 8) on Commission rulemaking to permit daytime-only stations to operate from 6-to-6 or from local sunrise to local sunset, whichever is longer.

Under current requirements, daytimers cannot sign on before local sunrise and must sign off at local sunset.

Rep. Shipley pointed out that of 1,700 daytime stations, over 1,000 are in cities not served by a fulltime outlet. "Through federal government regulation, we are making them second-class citizens," he charged, "actually discriminating against them." He said the small local community station is more vital today than ever before.

"Revisions are long overdue to keep in step with the listening habits of our people," Rep. Shipley maintained. "Today, man lives by the clock, not by the sun. Engineers may try to confuse the issue with technical details, but this goes much deeper. It is a moral and social issue that will grow in magnitude unless something constructive is done immediately by the U.S. Congress."

In the spring of 1957, a special subcommittee of the Senate Small Business Committee under Sen. Wayne Morse (D-Ore.) held lengthy hearings on the subject. The following September, the subcommittee issued a report charging the FCC with "inaction" and "discrimination" against daytime broadcasters (GOVERNMENT, Sept. 16, 1957).

## Beaumont reopened

The Beaumont, Tex., ch. 6 case was reopened and designated for further hearing by the FCC last week in the wake of a ruling by the U.S. Court of Appeals for D.C. At the same time, the Commission instructed its staff to prepare an order for the Biloxi, Miss., ch. 13 case, opening it for further hearing.

The Appeals Court had remanded the Beaumont proceeding to the Commission (BROADCASTING, Feb. 2) on the issue of the nature of $55,000 expense money paid KTRM Beaumont for its withdrawal from the case. Ch. 6 Beaumont was originally awarded to Beaumont Broadcasting Corp. (KFDM) in

1954 and is currently operated as KFDM-TV. The *Beaumont Enterprise* (KRIC) was the other unsuccessful applicant in the case and appealed the FCC decision to the Court.

The Court had remanded the Biloxi case to the Commission (BROADCASTING, Sept. 22, 1958) on the question of control and financial qualifications of the winning applicant, Radio Associates Inc. Radio Associates operates KVMI Biloxi. WLOX Biloxi, losing applicant, had taken the case to court.

## Electronics Capital registers with SEC

Electronics Capital Corp., San Diego, Calif., which plans to provide capital to selected small electronics companies with growth potential—primarily through the purchase of convertible debentures—last week filed a registration statement with the Securities & Exchange Commission. Under provisions of the Small Business Investment Act of 1958, (which encourages investment of venture capital in small business) the corporation, headed by Charles E. Salik, former owner of KCBQ San Diego, will obtain tax benefits for shareholders.

The corporation will offer 1,200,000 shares to the public at $10 a share through an underwriting group headed by Hayden, Stone & Co.

Prior to the public stock offering, Charles E. Salik and David Salik, San Antonio, Tex., manufacturer, will each purchase 46% of the corporation's capital stock (15,556 shares each) for $305,001 ($9 a share).

Richard T. Silberman, executive vice president and treasurer, will own the remaining 8% of the capital stock. Mr. Silberman is a director of Cohu Electronics, San Diego.

After the public stock sale, control will shift from the Messrs. Salik into the hands of public owners.

Electronics Investment Management Corp., San Diego, will act as economic, technical and statistical consultant to Electronics Capital Corp. Executive offices are in the Bank of America Building, San Diego. Charles Salik is president. Bernard Koteen, Washington attorney, is listed as secretary and legal counsel of ECC.

## ABC-TV in Tijuana

A Mexican tv outlet will continue to receive ABC-TV programming according to an FCC decision last week, despite an across-the-border dispute with KFMB-TV San Diego.

The Commission granted a one year renewal of ABC-TV's permit to transmit programs to XETV (TV) Tijuana and denied a request by KFMB-TV to revoke the permit. KFMB-TV has moved against the Mexican outlet on a number of fronts in recent weeks (BROADCASTING, April 6), declaring that XETV has misrepresented itself as an American station.

## • Government notes

• The FCC budget in 1968 will be about $15 million, a report by Dr. Otto Eckstein, Harvard U., for the Committee for Economic Development indicates. The report projects trends in public expenditures over the next decade. According to Dr. Eckstein, the FCC budget will increase from the $8 million spent in 1958 to: $10 million, 1959; $11 million, 1960 and '61; $12 million, 1962 and '63; $13 million in 1964, and $15 million in 1968. The FCC budget for fiscal year 1959 exceeds $9 million.

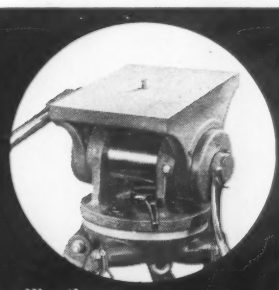
• KGAK Gallup, N.M., which programs Indian language shows, has filed with the FCC for location of a studio at Window Rock, Ariz., headquarters of the Navajo people. The station wishes to originate all Navajo broadcasts from Window Rock, with 4½ hours per day directed to the Indians.

• KRON-TV and KGO-TV, both San Francisco, were designated by the FCC last week for a consolidated hearing on applications for antenna changes. KRON-TV (Chronicle Publishing Co.) wants to increase its antenna height


*Portable*
*Versatile*
*Dependable*

**CECO* Vidicon**
**SUPPORT EQUIPMENT**
**gives top performance—Indoors or Outdoors**

Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.

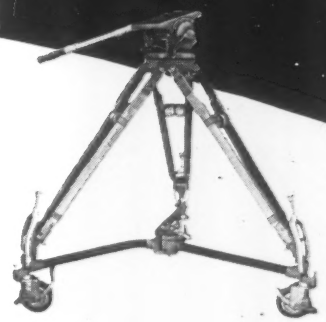


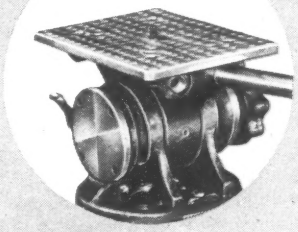
**Specifications:**

CECO Vidicon Head designed for use with a variety of Vidicon cameras, weighing from 45 pounds up. Vertical and horizontal movement of tilt head controlled by independent friction locking devices. Super-smooth action.

Tripod folds quickly and compactly. Offers a height range from 36 to over 53 inches. Double leg locks.

Pro Senior Collapsible Dolly is lightweight and compact. Rubber-tired wheels may be locked or set in a straight line position.





**Professional Jr. Spring Head**
Ideal for Viewfinder Vidicon Cameras weighing up to 35 lbs. Internal balancing spring. Built-in spirit level. Fits standard Pro Jr. Tripod, Baby and Hi-Hat (low mount).

CECO trademark of Camera Equipment COmpany

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

Dept. B 315 West 43rd St., N. Y. 36, N. Y. JUdson 6-1420

from 1480 ft. to 2049 ft. and makes changes in its antenna system. KGO-TV (American Broadcasting-Paramount Theatres) has applied to increase antenna height from 1,348 ft. to 1,811 ft. and change its transmission line. A petition for a consolidated hearing was brought by KGO-TV. The Commission, in granting it, denied a petition by KRON-TV for an immediate grant and made the Dept. of Defense and the Federal Aviation Agency parties to the proceeding.

• KJCF Festus, Mo., was granted a power increase by the FCC on April 29, to operate on 50 kw, day, directional. The station, which is on 1010 kc, and had a power of 250w, was also granted the right to identify itself with St. Louis as well as Festus. The Commission at the same time granted the sale of KJCF from Donald M. Donze to Garrett Broadcasting Inc. (Cora Lee Garrett) for $51,500 plus an employment agreement with Mr. Donze and KJCF Chief Engineer Russell Seals Jr.

• Two tv outlets were granted waiver of FCC rules by the Commission April 29 to enable them to use dual identifications. Ch. 11 KTNT-TV is permitted to identify itself as a Seattle station as well as Tacoma. Ch. 15 WTAP-TV Parkersburg, W. Va., is allowed to identify itself also as Marietta, Ohio.

• The Federal Communications Bar Assn. will hold a luncheon meeting with FCC officials this Friday (May 8) in Washington's Willard Hotel, it has been announced, to discuss the new Commission cutoff policy on am application processing (BROADCASTING, April 13). On April 29, the FCC denied an FCBA petition to postpone from May 16 to June 15 the effective date of the new procedure. Among the issues involved, according to the FCBA, were ones on possible violation of "McFarland rights" as well as Sec. 4 of the Administrative Procedure Act.

• The chairmen of both the Senate and House Commerce Committees last week introduced bills carrying out recommendations made by the FCC placing certain restrictions on community antenna operations (BROADCASTING, April 27). Under both measures, CATV systems would be required to receive permission from any tv station before rebroadcasting its signal and to offer the programs of a local station. The bills were introduced by Sen. Warren Magnuson (D-Wash.), S 1801, and Rep. Oren Harris (D-Ark.), HR 6748.

## PROGRAMMING

# GUILD KEEPS SEC WAITING

## U. S. in court to get financial reports

Guild Films, its officers and directors and its subsidiary Interworld Tv Films Inc. ran afoul of the Securities & Exchange Commission last week for failure to file a number of reports. The SEC went into U.S. district court in New York to seek mandatory and permanent injunctions which would (1) see that the overdue papers are filed and (2) that the companies keep up to date in the future.

The SEC's complaints, one naming Guild and its officers as defendants, the other naming Interworld and Guild and the same roster of officers, dealt with failure to file annual reports, semi-annual reports and current reports. The actions were taken after Guild missed both its filing deadline for the annual report, due March 31, and a 20-day extension it had asked and received. A second extension was refused by the SEC, and the court action instituted.

Current reports are required on the 10th of the month following transactions which significantly affect ownership or operation. In the case of the Guild complaint, the SEC charged the company did not report: (1) a deal to sell $3.6 million in tv time to Bon Ami Co. in August 1957; (2) the sale of $8 million in tv time to Nestle Lemur and Glamorene; (3) an agreement in October 1957 to purchase 173,000 Guild shares from Robin International Corp. for $519,000; (4) the transfer to Standard Sulphur (the old name for Interworld Tv) of foreign residual property and distribution rights to the Guild Films library in exchange for stock of Standard Sulphur; (5) reports on the annual meetings of May 1957 and July 1958; (6) sale to Chatham Corp. of $1.25 million in tv time, and (7) acquisition of the *Minutes of Prayer* series from Reynard International.

(The name of Chatham Corp. cropped up during the SEC's actions against Alexander L. Guterma, ex-head of the Mutual Broadcasting System and Hal Roach Studios, as did that of Bon Ami, which Mr. Guterma also once headed. Guild itself was mentioned frequently in papers on that case in regard to tv time transactions.)

**Other Omissions** • The SEC also said Guild failed to file corrected annual reports for 1955 and 1957, its 1958 annual report, and the semi-annual report for May 1958.

In the complaint against Interworld and Guild the SEC said annual reports were missing for 1957 and 1958, semi-annual reports for the same years, and current reports on actions relating to bankruptcy proceedings against Standard Sulphur, as well as a report on the 1958 annual meeting.

Defendants in the complaints, besides the two companies, are John J. Cole, president and director; George J. De Martini, vice president, secretary and director; Irving Feld, vice president and director; Arthur R. Lerner, treasurer and director, and directors Irwin Margulies, Harry McDonald, Kenyon Brown, C.W. Alden Jr. and Gerald Dickler.

Guild and Interworld have 20 days to file answers to the SEC complaints. Mr. Lerner, speaking for the companies, indicated the reports were held up by a change in outside auditors, and that the companies planned to submit the reports to the SEC last Friday.

**Other Headlines** • Guild also came in for public mention last week in the annual report of Bon Ami Co. President R. Paul Weesner said the company is filing a claim against Guild for "substantially overcharging" for tv spots last year.

The Bon Ami-Guild deal, he said, called for delivery of $1,250,000 of tv time at end card rates for which Bon Ami paid $830,000. As of Dec 31 Guild had delivered $882,085 of the time at "alleged end card rate value" (which the company said represented $585,347 of its investment), leaving undelivered $244,653 of the company's investment, which presumably would be worth $367,915 at end rates. Mr. Weesner did not say how much he thought Bon Ami had been overcharged.

## 5-year 'Rinty' sale

General Mills Inc., Minneapolis, has bought multiple-use re-run rights to 195 programs in *The Adventures of Rin Tin Tin* series for a period of five years, it was announced last week by John H. Mitchell, vice president in charge of sales for Screen Gems Inc., New York, producer-distributor of the series. The purchase price was not disclosed.

General Mills plans to use Rin Tin Tin on ABC-TV during 1959-60 on Monday and Friday (5:30-6 p.m.). The program has been sponsored continuously for five years by the National Biscuit Co., New York, through Kenyon & Eckhardt, New York (ABC-TV, Fri., 7:30-8 p.m.). The agency for General Mills is Dancer-Fitzgerald-Sample.

## Fox and Webb & Knapp make $56 million deal

Twentieth Century-Fox Corp., New York, revealed last week that the company has entered into an agreement with a subsidiary of Webb & Knapp Inc., New York, to sell its film studio property in Los Angeles for an amount that eventually would reach $56.1 million (CLOSED CIRCUIT, Jan. 19).

Details of the agreement to sell the 260-acre property to a wholly-owned subsidiary of Webb & Knapp, known as 91091 Corp., were contained in a proxy statement sent to Fox stockholders. The transaction is subject to the approval of a majority of Fox stockholders at the company's annual meeting in New York on May 19.

Under the proposal, Fox would retain the right to rent back part of the property to continue producing motion pictures and tv films for a period of 25 years. The agreement does not include Fox's oil and mineral rights on the studio property.

Webb & Knapp is expected to construct a huge development, containing apartment houses, office buildings and shopping centers on the property. William Zeckendorf, president of the real estate company, said he would outline company plans at a later date.

The proxy statement said that funds from sale of the property would be used by the company for working capital, purchase of other assets, retirement of debt and possibly for purchase and retirement of outstanding common stock of the company. Fox's common stock closed at 42 last Monday (April 27) on the New York stock exchange. Stock has hovered between 37 and 42⅝ since January of this year.

## Tv on the Fox ledger

The annual report of the 20th Century-Fox Corp., New York, mailed to stockholders last week with a proxy statement (see story above) pointed up the growing importance of Fox's television activities and the company's plans to expand this phase of the business.

The report noted that for the past three years, Fox received a total of $18,990,000 in rentals from National Television Assoc., New York, for 263 features from its pre-1948 library. There remain more than 450 pre-1948 features, of which 52 have been committed to NTA for 1959, the report stated.

In the past four years, Fox produced five tv film series—*The 20th Century-Fox Hour, My Friend Flicka, Broken Arrow, How to Marry a Millionaire* and *Man Without a Gun*. This "limited" production output is being expanded, the report said, with "many television properties in production and in preparation." As previously announced, four dramatic series already have been sold for network showing this fall. They are: *Adventures in Paradise, The Last Frontier, Five Fingers* and *The Many Loves of Dobie Gillis*. The report remarked significantly:

"We hope in time that our television film activity will equal that of our theatre film production."

**Token from Tibet** • Church World Service for Tibetan refugee relief honored the CBS-TV Public Affairs Dept. for its "contribution in aiding world understanding of recent events in Tibet." Presenting an ancient Tibetan bowl to CBS Newsman Howard K. Smith (r) is the Dalai Lama's brother, Thubten Norbu, who represented the church organization. Mr. Smith has focused on Tibet on his Sunday program, *Behind the News With Howard K. Smith*.

## Lasker awards to two

Two network shows won Albert Lasker Medical Journalism Awards announced Thursday (April 30) at an awards luncheon at the Waldorf-Astoria in New York. Winners of the $2,500 cash prize, engraved scroll and a silver statuette were Al Wasserman, producer, writer and director of "The Addicted: Criminal or Patient," a two-part series telecast on CBS-TV's *The Twentieth Century*, and Dave Garroway for his *Today* show on NBC-TV. *Today* was honored for its "overall excellence of day-to-day coverage of significant events in public health programs and medical research in 1958." The Albert Lasker Awards, established in 1949 by the will of the late advertising executive, are made annually to encourage the writing and publication of outstanding articles on public health and medical research. In 1955 the awards were extended to include radio and tv. Mr. Wasserman was honored by the foundation previously for his 1956 CBS-TV show on mental health, *Out of Darkness*.

## Radio Press expands quarters and service

Radio Press Inc., New York, radio news agency, last week demonstrated its growth since starting business last November by announcing new and larger headquarters, expansion of service and five executive promotions. (See FATES & FORTUNES, page 88).

George Hamilton Combs, president of Radio Press, reports the company is making "substantial capital investments for the most modern communication center in New York." Although remaining at 18 E. 50th St., the agency has leased the 10th floor which will permit "indefinite expansion," Mr. Combs said.

Radio Press serves its nearly 70 station subscribers with two quarter-hour transmissions daily with from 8 to 15 stories per feed. Set up on a 24-hour basis the agency also can provide feeds to handle emergency situations.

An additional service slated to start this month is a weekly Washington political forum program. It will be a regular Sunday, half-hour feature with guest panelists interviewing government and political leaders, Mr. Combs said.

## CBS-TV displays new production method

CBS-TV is staging a network production exhibit in New York to acquaint agencies, advertisers and producers with the latest techniques, devices and materials developed by the network to upgrade live and tape production.

The display includes examples of new plastic forms for scenic architecture, abstract decoration and realistic representation. A full plastic house exterior and an all plastic kitchen have been assembled for visitors.

New optical and projection devices are illustrated by working models. A film explains the importance of Video-Scene in tv production of the future.

CBS officials said that top officials of many of the New York advertising agencies have seen the exhibit over the past few weeks. They declined to pinpoint the economies that can be effected through the use of the new techniques, devices and materials, as these can vary depending on the requirements of the client.

## Virginia AP men present news awards

Virginia AP Broadcasters' awards for "outstanding preparation and broadcast of news" were presented Saturday (May 2) at the National Press Club in Washington.

The contests are divided into two major divisions, metropolitan for stations in multi-station cities, and non-metropolitan for others. These are the winners:

Comprehensive newscast (metropolitan) Frank Wilson, WRVA Richmond; Frank Messer, WRNL Richmond; Harry Kevian, WDBJ Roanoke. (Non-metropolitan) James MacNeil, WSVA Harrisonburg; Don Greene, WJWS South Hill; Bob Fulcher, WPUV Pulaski.

State and local (metropolitan) Jack Clements, WRVA; Mr. Messer; Joe Moffatt, WSLS Roanoke. (Non-metropolitan) Dave Taylor, WBBI Abingdon; Vic Avers, WRAD Radford; Wip Robinson, WSVA Harrisonburg.

Commentary, (metropolitan) Bob Story, William D. Montgomery, Jerry Joiner and Paul Hennings, WNOR Norfolk; Harry Monroe, WRVA; Guy Friddell, WRNL. (Non-metropolitan) H. Harry Fuller, WRAD; Tom Carlin, WBOF Virginia Beach; Mr. Taylor.

Sports (metropolitan) Blair Eubanks, WTAR Norfolk; Bob Smith, WRVA; Mr. Messer. (Non-metropolitan) Tubby Walthall, WJWS; Fred Isaacs, WBOF; Wayne Farrar, WTON Staunton.

Farm (metropolitan) Doug Ford, WCYB Bristol; John Jennings and Art Glover, WDBJ; Ray Schreiner, WRNL. (Non-metropolitan) H. B. Eller and Dick Wagoner, WMEV Marion; Lindy Seamon, WBBI; Fred Williams, WYTI Rocky Mount.

Special events (metropolitan) Jack Hurst, WLEE Richmond; William D. Montgomery, WNOR; Larry Saunders, WTAR. (Non-metropolitan) Leo Hoarty and Mr. Carlin, WBOF; Joe Gollehon and Bob Wolfenden, WMEV; Phil Doran, WBBI.

Women's news (metropolitan) Alice Friberg, WCYB; Mildred Alexander, WTAR; Barbara Zimmerman, WMVA Martinsville. (Non-metropolitan) Maxine Hilton, WBBI; Virginia Lindamood, WSVA; R.H. Honaker Jr., WTON.

Cited for honorable mention: (metropolitan) comprehensive—Ray Niblack, WINA Charlottesville; sports—Pete Bluhm, WMVA; commentary—Maynard Dillaber, WMVA; farm—Aiden Aaroe, WRVA; special events—Dick Kidney, Bob Calvert, Pete Glazer, Jim Stanley, Dan Hydrick and Art Merrill, WGH Newport News. (Non-metropolitan) comprehensive—Wayne Clements, WMEV; and Charles Seebeck, WTON; state & local—Warren Mitchell, WPUV; Keith James, WTON; commentary — Mr. Robinson; sports — John Columbus, WPUV; women's news—Carol Bundy, WMEV, special events—Ray Williams, WTON; farm—Richard Cockrell and Barnes Allen, WBOF.

The WDBJ cup, given to the station providing the best news protection to the AP in the preceding year, goes to WSLS.

## Missouri men honored

The U. of Missouri's awards for "distinguished service in journalism" will be presented Friday during its School of Journalism's annual journalism week (May 3-9). Among the 10 cited:

MR. JACOBS

Morris E. Jacobs, president, Bozell & Jacobs Inc., Omaha advertising agency, and chairman of the journalism school's 50th anniversary executive committee; Elmer W. Lower, New York operations director, CBS News, and Irwin A. Vladimir, board chairman, Gotham-Vladimir Adv. Inc., New York agency. In observance of the School of Journalism's 50th anniversary, this year the 10 awards are confined to university alumni.

MR. LOWER

MR. VLADIMIR

The Missouri Broadcasters Assn., meeting on the Columbia campus, will hear Chuck Tower, NAB's administrative assistant to the president in a luncheon address Wednesday. Oliver Treyz, president, ABC-TV, New York, will speak that evening at a session in the Neff Auditorium.

## Tv tape syndication pays for KTTV (TV)

KTTV (TV) Los Angeles has told 150 agency executives how its nine-month-old venture into program syndication via video tape has been snowballing into a successful operation. The status report was made by Robert Brechner, program vice president, at the station's second vtr clinic, April 23.

At the time of the first tv tape meeting last summer (BROADCASTING, July 21, 1958) the station was planning to put one of its programs, the hour-long *Divorce Court*, into tape syndication through Guild Films, Mr. Brechner reminded. Today, he reported, *Divorce Court* is being broadcast in 19 markets, producing high ratings for the stations carrying it and "profits in six figures" for KTTV. Two other KTTV programs have also been put into syndication by tape, he said: *Juke Box Jury* through NTA which in less than a month has been sold in eight markets, and *Paul Coates 10:15 Report*, which KTTV has just started to sell, already has been placed in three markets.

Video tape has also helped the Coates show by enabling him to get guests for his nightly interviews who were not available at 10:15 in the evening. Mr. Brechner noted that use of delayed broadcasts by tape had enabled KTTV to get tv rights to an assortment of sports events for which live telecasts would not be permitted. Begun as an experiment, sports-on-tape will be continued, he said, as the delayed telecasts have proved themselves able to attract good audiences, and to get sponsors.

The use of tv tape in producing commercials was discussed by John Vrba, KTTV sales vice president, who showed and described taped commercials for three KTTV clients: Sears Roebuck, Ben Alexander Ford Agency and Gallo Wines, at costs running from $100 each for 10-second commercials using one camera and one announcer, to $1,250 each for elaborate productions with film inserts and other special effects, using three cameras. Both prices are exclusive of talent costs.

Tackling the much-discussed topic of editing taped programs, Edward Benham, KTTV chief engineer, said that splicing is no longer a problem and that today it is possible to edit tape almost as closely as film. "We feel the more editing we can do in the camera, before the action is registered on the tape, the better off we are," he stated. All of the standard optical effects of motion pictures can be produced electronically by the tv camera, he said, showing a variety of wipes and other effects.

Commercials on tape tend to wear out a little faster than the tape itself, Mr. Benham explained, that unless machines on which the commercials are played are in perfect alignment, each play erases a little bit of the taped material, eventually rendering the commercial unusable. He said that on the average a taped commercial is good for about 50 plays, in KTTV's experience.

## $100,000 first prize in tv program contest

A contest to find, and finance, several new tv series was announced last week by Financial Credit Corp., New York, commercial banking firm which operates nearly a hundred loan companies across the country. First prize of $100,000 would go to the winning show, with second prize of $30,000, third prize of $20,000 and $1,000 to all films accepted for the contest.

Financial Credit says it would offer to finance those programs which show most promise, but that financing would not be a condition of the contest. Although final plans have not been made, the company says it contemplates showcasing the accepted pilots nationally via either network tv or closed circuit. The public would vote on the entries along with invited businessmen, journalists and advertising agency executives.

Financial Credit asks that entries be sent to "Creative Awards," Windsor Towers, 5 Tudor City Place, Penthouse 2209, New York 17, N.Y. The company's announcement of the contest was signed by George S. Groves, president, and accompanied by a consolidated balance sheet as of September 1958 showing total assets over $10 million.

## PATH TO PAY TV
## Criticism of free tv heartens Paramount

The more commercial tv is damned, the easier the path toward public acceptance of pay television.

That was the impression Paramount Pictures Corp. stockholders were left with last week after digesting the firm's annual report. This covers Paramount's financial status and provides a rundown on its motion picture and adjunct affairs including the wholly-owned International Telemeter toll tv.

And, said Paramount's President Barney Balaban, "Telemeter, with its simple cash 'home box-office,' is ready to take advantage of this public acceptance."

What stimulates public acceptance of pay tv? A trend of increased commercial control of tv programming content. As part of the cycle, Mr. Balaban pointed to an increased volume of brickbats hurled against tv programming by critics in magazines and newspapers.

**Sure to Come** • Thus, acceptance of pay tv is "inevitable" so long as the anti-commercial tv force continues.

Mr. Balaban also restated his faith that tv will become an "important outlet for motion pictures" through subscription channels, and that pay tv "holds a key to the future of film production."

Also revealed in Mr. Balaban's report:

Paramount is on the way to realize its guarantees from Music Corp. of America which is selling the motion picture firm's pre-1948 feature library to tv stations. Paramount already has received $10 million from purchaser MCA. The latter company in over 10 months has rung up more than $50 million in rental contracts for the films, Mr. Balaban said, meaning that when the contracts are liquidated, the remaining $25 million of the guaranteed $35 million purchase price will be covered. There's also a reasonable prospect for MCA to attain at least the $75 million rental level that will bring in an additional $15 million to Paramount (also part of the original Paramount-MCA deal—a total of $50 million over a period of time).

**Film and Tape** • Production specifically for tv via film and tape has begun at the Sunset lot with prospects of "utilizing our production know-how profitably."

Paramount is discussing the "problems of commercial use" of the Lawrence single-gun color tube on a mass production basis with "several large American tv set manufacturers." (Chromatic Div. of Paramount overlords the Lawrence tube operation with Allen B. Du Mont Labs, a U.S. licensee, continuing its developmental work.)

A 51% Paramount-owned consolidated subsidiary, Famous Players Ltd., which owns three tv stations in Canada, had a profitable last year and looks forward to "intriguing possibilities" (no details given). KTLA (TV) Los Angeles (KTLA Div. of Paramount) is decreasing filmed shows and laying stress on live programming, including video-taping that opens the way to additional revenue in other markets through syndication.

For the approximately 22% holding in Metropolitan Broadcasting Co. sold last January, Paramount picked up about $4 million in cash, an amount "substantially in excess of our cost of this investment." (This cash will be reflected in the 1959 financial statement).

Earnings were substantial: after taxes, consolidated earnings for last year were over $12.5 million or $7.15 per share. Since these figures include $7.9 million-plus in income from special items, earnings from actual operations were over $4.5 million or $2.60 per share compared with $5.4 million, or $2.80 per share, for 1957.

## New tv-tape firm

A new organization, Mobile Video Tapes Inc. is offering to record tv programs and commercials on tape either in a studio or by using its mobile unit, equipped with RCA cameras, an Ampex tape recorder and its own power supply, enabling the unit to record while in motion. President of the new firm is Lester E. Hutson, builder and construction company executive. Other principals are Jack Meyer, Clair Higgins and John T. Allen Jr., former ABC-TV employes. Headquarters are at 1607 N. El Centro, Hollywood, Calif. Telephone: Hollywood 4-7188.

Mobile Video Tapes is currently making pilot tapes for *Congo,* jungle series for Wisberg-Klin Productions; *It's News to Me,* for Joe Landis Productions; *Las Vegas Starwagon, A Date to Remember* and *International House* for Monte Prosser Productions. The firm is also taping for syndication 20 programs of Jack La Lanne's health and exercise series now being broadcast live in San Francisco.


**AMPEX** All professional recorders readily available in stock including 300's & 350's. SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY PRICES

kierulff SOUND CORPORATION 820 W. OLYMPIC BLVD. - LOS ANGELES 15, CALIFORNIA



IMN·PACT WITH THE INTER MOUNTAIN NETWORK

THE BIGGEST MOST COMPREHENSIVE PULSE STUDY ever made* PROVES

KOPR

BUTTE, MONTANA

Intermountain Network Affiliate

SMOTHERS ALL OPPOSITION In The Rich 9 County Southern Montana Area With 37% Share of Audience

*Jan. '59—45 Mkts—7 States

ASK FOR YOUR COPY

The Nation's Most Successful Regional Network

HEADQUARTERS • SALT LAKE CITY • DENVER

Contact Your Avery-Knodel Man



One hundred eleven* national and regional spot advertisers know Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

## Godfrey 'excellent' after cancer surgery

A "cancerous growth" was found in the left lung of CBS personality Arthur Godfrey by surgeons who performed a chest operation on the entertainer Thursday (April 30). Surgeons who removed the "malignant tumor," later said his condition was "excellent," but declined to speculate on the outlook for the future.

The operation was treated as a highly significant news event by many New York newspapers and radio and tv stations. Starting several days before the operation, newspapers often devoted front-page attention or other prominent display to Mr. Godfrey's hospital schedule. Radio-tv stations mentioned the Godfrey story frequently in newscasts.

## RTNDA board hits newscast 'gimmickery'

"Gimmickery" in newscasts, attempts at sensationalism which "serve only to create possible hysteria," have been soundly scored by the board of the Radio Television News Directors Assn. It also had something to say about unqualified editorializing.

Directors meeting in New Orleans April 25 adopted a strong resolution attacking news techniques which tend to distort the news and deceive audiences. It will be presented to the RTNDA membership at its annual convention in that city Oct. 14-17.

The use of filter mikes, sirens and whistles, designed to simulate on-the-scene news reports, was cited as part of the gimmickery practiced by some stations. "News is not vaudeville," it was pointed out in the resolution, released by Ralph Renick, WTVJ (TV) Miami, Fla., and RTNDA president.

Among other practices deplored by the RTNDA board: false claims on exclusivity, of wire service byliners, "of men on the street." It also commended stations for high quality journalism. The resolution touched on editorializing:

". . . The RTNDA board feels every editorial should represent an official expression of station opinion, and should, accordingly, be researched and prepared by the station broadcasting it. No material should be presented as a station editorial unless it has been initiated, as to the planning and writing of it, by the station."

## • Program notes

• Goodson-Todman Productions, New York, in conjunction with the Western Writers of America Assn., will produce a western film anthology for the next tv season. Work begins in Hollywood within a month. WWA members must have three published novels, 30 tv shows or 200 published magazine stories to their credit. Contributors to the G-T series include Tom Blackburn, W.R. Burnett, Borden Chase, T.T. Flynn, Frank Gruber, A.B. Guthrie Jr. and Louis L'Amour.

• National Telefilm Assoc. International Inc., New York, is making available to tv stations throughout the world *The Twentieth Century-Fox Hour*, a series of 37 feature films, it was announced last week by Harold Goldman, president. The TCF package and other NTA properties for television and theatrical distribution will be introduced this month to industry executives attending the Cannes Film Festival. NTA also announced it will produce a half-hour film of special festival highlights which will be offered free of charge to U.S. television stations as a good will service from NTA.

• WCAU-TV Philadelphia will demonstrate scientific and medical advancements in *Research* (Sunday 11-11:30 a.m.), starting May 10 for 13 weeks. The premiere is about cancer.

• SRT Television Studios (The School of Radio Technique Inc.), New York, has been purchased by members of its faculty and staff, following death of the founder, John F. Gilbert. Former Dean Robert C. Stebbins is now president and director. He announced last week the addition of a course in acting for radio and television with William Hodapp, former Columbia U. dramatics teacher, as director. Training is to take place before live cameras in the school's two tv studios.

• ABC-TV has pegged the *Man From Black Hawk* to fill its 8:30-9 p.m. Friday segment starting Oct. 9. The new action-adventure series, based on exploits of an insurance company investigator in the late 1800's, will be sponsored by Miles Labs Inc. through Geoffrey Wade Co. and R.J. Reynolds Tobacco Co. via William Esty Co. Robert Rockwell will star in the series to be produced by Screen Gems.

• California National Productions (NBC subsidiary) has set two new series (39 episodes of half-hour films), titled, *Pony Express* and *Provost Sergeant*, for production. They will be placed in syndication. CNP's latest network sales: *Philip Marlowe* (to go on ABC-TV) and *Lawless Years* (now on NBC-TV).

• The need of a strong Navy as a means of keeping world peace and insuring national security is stressed in a series of tv commercials now being distributed by the Navy's operations department in the Pentagon to some 500 tv stations for use starting early in May. Production is by Sande & Greene & Assoc., Hollywood. Sponsored by the U.S. Navy League, the four one-minute public service spots (also available in 20-second versions) have been printed in color and in black-and-white. The project was coordinated by Capt. W.L. Guest and Comdr. Robert Murphy of the Navy Dept., Washington, and Comdr. Howard Sturm of Navy office, Hollywood.

• Community Television Systems of Colorado and Salida Community Antenna Co., CATV operators in five towns in Colorado, have been sold by the wife of the late Larry Peay to Winston Cox of Billings, Mont., who has other CATV interests. The sale was handled by Daniels & Assoc. of Denver for an undisclosed price. The two systems have an aggregate of over 3,300 subscribers and will be operated by Mr. Cox from June 1, it was announced.

• In response to a request by the U.S. State Dept., Ed Sullivan and director Robert Precht this summer will put on 24 stage shows at the Moscow Trades Fair and tape a 90-minute program for Russian tv. This contribution to the cultural exchange program, scheduled for a three-week period beginning Aug. 3, will include both American and Russian acts. The 90-minute tape show

### COLORCASTING

Here are the next 10 days of network color shows (all times are EDT):

**NBC-TV**

May 4-8, 11-13 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

May 4-8, 11-13 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

May 4, 11 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

May 5, 12 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

May 6, 13 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 6, 13 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

May 7 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

May 7 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

May 8 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 8 (8-9 p.m.) **Why Berlin?** (NBC News special), Bell & Howell through McCann Erickson.

May 9 (8-9 p.m.) Perry Como Show, participating sponsors.

May 10 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt.

May 10 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

is to be presented as a CBS-TV special next season.

• Screen Gems Inc., N.Y., and David L. Wolper, tv film producer, have entered into an agreement under which Mr. Wolper will function as an independent production unit, fully financed by SG.

• Marlin Productions is producing *Stand By!*, a pilot film for a tv series, in association with Paramount Pictures. The series, starring Alan Hale and Robert Brubaker as Coast Guard officers, is being produced by Marlin head, Thomas M. Dykers. Agency: William Morris.

• This week (May 4-8) KPHO-TV Phoenix, Ariz., is conducting an experiment in educational tv, broadcasting four daily physics classes from North Phoenix High School to West Phoenix High, with special quizzes to be given Friday to evaluate effectiveness of the tv instruction.

• Ben Hecht is to write the script of "Charlie," a television play for *Alcoa-Goodyear Theatre* (NBC-TV). The play will be about the late Charles MacArthur, co-playwright of Mr. Hecht's.

• National Telefilm Assoc. Inc. has moved to 250 N. Canon Dr., Beverly Hills, Calif. Telephone: Crestview 4-8781.

• KFWB Los Angeles Wednesday (April 29) aired an exclusive interview with Sen. Wayne Morse, taped from a telephone call to the chairman of the Senate Foreign Affairs subcommittee on Latin America by Bill Crago, KFWB news chief. In the interview Sen. Morse labeled Mrs. Clare Booth Luce as "completely unqualified to serve as Ambassador to Brazil."

• Goodson-Todman Productions, N.Y., is showing advertising agencies the pilot film of a new half-hour tv film series, *Rebel*, dealing with adventures of a Civil War veteran who heads for the west. G-T is offering the series for network presentation this fall.

## INTERNATIONAL

# GLOBAL AND PLANETARY TV

## CCIR ready with recommendations for Geneva

Approaches to standardizing the techniques of tv picture presentation and establishing standards for the new fields of space communications and radio astronomy were probably the major achievements of the Ninth Plenary Assembly of the International Radio Consultative Committee (CCIR), Dr. Arthur L. Lebel, chairman of the assembly, said Wednesday (April 29), final day of the meeting which opened April 2 in Los Angeles.

Dr. Lebel, assistant chief, Telecommunications Div., U.S. State Dept., and chairman of the U.S. delegation to the assembly as well as of the assembly itself, told a news conference that CCIR is the recognized international unit on agreed international standards for radio engineering and science, to which all governments, manufacturers and international organizations refer, as well as broadcasters and other users of radio communications. CCIR, he explained, is a branch of the International Telecommunications Union, responsible for establishing world-wide allocations of the various parts of the radio spectrum from 10 kc to 40,000 mc.

During its month in Los Angeles, CCIR has examined some 700 documents on various phases of international radio and adopted about 150 reports and recommendations on radio engineering standards made by its 14 study groups. These CCIR-approved documents will be compiled into a volume for use by ITU during its Radio Conference, to be held in Geneva, Switzerland, starting in August to review the status and functions of the International Frequency Registration Board. IFRB is another ITU agency whose function is to help the governments of the world to manage and control the use of frequencies throughout the radio spectrum.

**Trans-Curtain Group** • Of the 97 nations who are members of ITU, 45 were represented at the CCIR assembly, including the USSR and a number of other Iron Curtain countries, Dr. Lebel reported. Outside of a cursory regret that the Chinese Communist state, which is not an ITU member, was not represented at the assembly, the communist representatives did not inject any political matters into the engineering considerations of the assembly, he said.

Television recommendations dealt chiefly with standardizing picture techniques, Dr. Lebel said. He expressed the view that U.S. television is the best


REORDERED

says Gunnar O. Wiig, Station Manager

WROC-TV

ROCHESTER, N. Y.

Warner Bros. features really rack up the ratings in any time slot, day or night. According to Mr. Wiig of WROC-TV they're ordered and reordered by stations . . . and by sponsors.

*"We first bought one group of 58 Warner Bros. features last October. The reaction, both by audiences and by sponsors, was so good that we have now bought the entire remaining portion of the Warner Bros. library—over 600 films. They're great!"*

Warner Bros. features have what it takes to make a station manager happy—big Hollywood stars—great track records—real sponsor appeal.

Fatten up those lean periods in your programming with profitable Warner Bros. features.

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

in the world, picturewise, attributing the superiority to more money which enables American tv broadcasters to have better studio equipment and to man the studios and transmitters with an adequate supply of well-trained personnel, a glowing if perhaps unintended tribute to the commercial broadcasting system of the U.S. in comparison to the state-controlled tv systems of other nations.

The television study group reported "considerable progress towards the realization of a common channel spacing of 8 mc in Europe in bands IV and V and some progress towards the adoption of a common definition standard of 625 lines, using either a 7 mc channel with 5.5 mc separation between vision and sound carriers or an 8 mc channel with 6.5 mc separation. Many administrations have indicated that they would be prepared to adopt a color sub-carrier of the order of 4.43 mc for a 625-line color tv system."

Another CCIR recommendation on tv, drafted by the study group on broadcasting, sets standards for the international exchange of film, including a coding system for the film leaders to show at a glance the gauge of the film, whether sound and picture is magnetic or optical.

This study group, whose chairman was A. Prose Walker, NAB manager of engineering, also obtained CCIR approval for a study program of the simultaneous use of two sound channels with a tv picture for international broadcasting to various language groups in stereophonic sound. The study would cover systems of dual-sound broadcasting which would not increase the bandwidth of the tv channel nor diminish the quality of the picture and what modifications would have to be made to existing receivers. Also authorized were studies of compatible stereo systems for both radio and tv broadcasting and of stereo recordings for broadcasting.

**Tape Standards** • Standards of sound recording on magnetic tape for international program exchange were set at primary speeds of 15 inches or 7½ inches per second and secondary speed of 30 inches per second on tape 0.246 inches wide.

The Walker study group will also study compatible single sideband transmission for am stations to determine what methods can accomplish CSSB and what significant factors should be standardized to derive the maximum possible advantages from such transmissions, as well as its effects on transmitter coverage, audio fidelity and reduced interference.

A new study group was established to study space communications. It will study all aspects of radio communications between space satellites and between them and the earth, as well as the use of such satellites as relay stations for long distance transmission (of tv signals, for instance) from one part of the world to another.

In the new field of radio astronomy, Dr. Lebel said, studies will be aimed at protecting the faint electromagnetic radiations of the stars from earth-originated interference. Unlike other forms of radio communication, he noted, these signals are one-way and they are beyond the control of man. They appear to occur in five bands distributed throughout the whole range of the radio spectrum, he said.

Pressed by newsmen for something sensational in the way of achievements at the month-long meeting, Dr. Lebel emphasized that the CCIR is a scientific body and that its function is not research and development but the examination of the findings of researchers the world round as an aid to efficient use of the radio spectrum. "Nothing surprising developed," he said, "and it would have been most surprising if it had." CCIR's next assembly will meet in 1962 in India.

## Welsh mist

Radio Wales, a pirate radio station, is baffling the BBC.

Claiming to be the voice of Welsh nationalists, the station demands self-rule for Wales. The broadcasts, originating from a mobile transmitter using the BBC's television wavelength, start nightly as BBC-TV closes down. Radio Wales announces it is bringing four more transmitters into use, making it even more difficult for authorities to locate the operation.

## CBC expands up north to compete with Russia

Canadian Broadcasting Corp. is expanding in northern Canada to combat reception of Russian stations with programs beamed at the Canadian northern settlements (few Canadian broadcast stations can be heard in the far north). CFWH White Horse, Yukon, has been added to the CBC Trans-Canada radio network; CFYK Yellowknife, Northwest Territories, now has equipment for picking up the nearest CBC transmitter (CBX Edmonton, Alta., almost 800 airmiles to the south) and relaying programs; new transmitters are ordered for CFYT Dawson, Yukon, and CFGB Goose Bay, Labrador.

CHAK Aklavik, N.T., will have a transmitter at Inuvik, under construction by the Canadian government some 20 miles from Aklavik. Low power repeater stations will be installed at Fort Smith, N.T., Fort Nelson, B.C., and Watson Lake, Yukon. CFHR Hay River, N.T., operated by the local community, is to be taken over by the CBC.

## BBG'S NEW RULES
## Change in hourly ad content proposed

New advertising content regulations, proposed by the Canadian Board of Broadcast Governors on April 16, will allow Canadian stations to use five announcements totalling four minutes in a 15-minute time segment.

Stations will be allowed to use a greater number of such announcements and use more time in a quarter-hour period, provided the total advertising time and number of announcements is averaged out in the remaining 45 minutes of the hour. This is a change from previous regulations under the Canadian Broadcasting Corp., by which such additional announcements could be averaged out in other periods of the day. Now the total in any one hour may not be exceeded.

The BBG has announced no major change in news sponsorship regulations, which forbid use of commercials in the middle of newscasts. The BBG has tightened up the regulation by stating that no advertising message may be inserted between a news summary and the main newscast. "A summary is deemed part of the body of the broadcast," BBG's regulations stipulate.

BBG has dropped a CBC regulation which interpreted as political broadcasts programs dealing with "any by-law which is the subject of municipal balloting or any plebiscite or referendum which is the subject of national, provincial or municipal balloting." BBG does not feel it should define what Canada's Parliament means by political broadcasts.

To make sure that top management of Canadian stations will be aware of any infractions of regulations that show up in station logs, BBG rules propose that top management will have to sign up the station's logs daily.

BBG is expected to discuss the new regulations with broadcasting stations May 12-14, at Ottawa.

## 2nd French tv network

France will have its second noncommercial television network next year, informed observers there say. The network is expected to operate under government - controlled Radio - Television-Francaise in the Paris area. It will later expand to northern France.

# *well-balanced nutrients in moderate low-fat cereal and milk serving*

Medical and nutrition authorities now include the cereal and milk serving when a moderate reduction of dietary fat is indicated. This dish is recommended because it is *moderately low in dietary fat*. Few foods can better its *well-balanced nutritional contribution* as shown in the table below. It furnishes approximately 10 per cent of the recommended daily allowances of protein, important B vitamins, essential minerals; and it also provides quick and lasting energy. Served with nonfat milk, the fat content is very low.*

*nutritive composition of average cereal serving*

| | Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon | Cereal** 1 oz. | Whole Milk 4 oz. | Sugar 1 teaspoon |
|---|---|---|---|---|
| CALORIES | 203 | 104 | 83 | 16 |
| PROTEIN | 7.3 gm. | 3.1 gm. | 4.2 gm. | |
| FAT | 5.3 gm. | 0.6 gm. | 4.7 gm.* | |
| CARBOHYDRATE | 32.2 gm. | 22 gm. | 6.0 gm. | 4.2 gm. |
| CALCIUM | 0.169 gm. | 0.025 gm. | 0.144 gm. | |
| IRON | 1.5 mg. | 1.4 mg. | 0.1 mg. | |
| VITAMIN A | 195 I. U. | — | 195 I. U. | |
| THIAMINE | 0.16 mg. | 0.12 mg. | 0.04 mg. | |
| RIBOFLAVIN | 0.25 mg. | 0.04 mg. | 0.21 mg. | |
| NIACIN | 1.4 mg. | 1.3 mg. | 0.1 mg. | |
| ASCORBIC ACID | 1.5 mg. | — | 1.5 mg. | |
| CHOLESTEROL | 16.4 mg. | 0 | 16.4 mg.* | |

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.
**Based on composite average of breakfast cereals on dry weight basis.


*Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1958.*

*Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.*

*Watt, B. K., and Merrill, A. L.: Composition of Foods-Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.*



CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3


*A research and educational endeavor devoted to the betterment of national nutrition*

# FATES & FORTUNES

## Advertisers

• ROBERT N. BAGGS, vp, sales, RCA Service Co., N.Y., elected vp, special sales accounts, RCA Sales Corp., same location.

• RICHARD C. LARKO, formerly merchandising manager, appliance division of Royal McBee Corp., Port Chester, N.Y., appointed national advertising manager of Norge (home appliances) Div. of Borg-Warner Corp., Chicago.

• JOHN L. LOWDEN, formerly account executive of Erwin Wasey, Ruthrauff & Ryan, N.Y., to General Dynamics Corp., that city, as advertising manager.

• VERNON S. MULLEN, formerly of Leo Burnett, Chicago, named advertising director of E&J Gallo Winery, Modesto, Calif.

• ALLEN SMITH, art supervisor of Bulova Watch Co., N.Y., named special products advertising manager.

• G.F. KENT, manager of market research, Armour & Co's Dial soap division, N.Y., to similar post in Armour's newly-consolidated grocery products division in New York.

• J. BATTISTA CELLA, 78, president of Cella Vineyards (Napa wines), and father-in-law of Lloyd E. Yoder, NBC vp and general manager of WNBQ (TV) and WMAQ, Chicago, died after extended illness April 19.

## Agencies

MR. SCHMELZER

• ROBERT H. SCHMELZER, vp and account supervisor of BBDO, N.Y., will join Benton & Bowles, that city, as vp and management supervisor, effective June 15.

• ARTHUR A. BAILEY, senior vp in charge of western offices of Foote, Cone & Belding, has resigned and will be succeeded by RICHARD W. TULLY, now senior vp in charge of operations of FC&B, N.Y.

• LOUIS REDMOND, copy supervisor of Ogilvy, Benson & Mather, N.Y., elected vp.

• VICTOR G. BLOEDE, vp and creative director, Benton & Bowles, N.Y., elected member of board.

• GEORGE BURTT is closing his own Los Angeles advertising agency to join Enyart & Rose Adv., also Los Angeles, as vp.

• BILL TREADWELL, formerly vp and manager of public relations department, Leo Burnett Co., N.Y., joins Grey Adv., that city, as vp in charge of special assignments, effective June 1.

• CLEMENS F. HATHAWAY, formerly director, new products department, General Foods Corp., N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, as vp and management supervisor.

MR. FINCH

• ROBERT L. FINCH, formerly of Grant, Schwenck & Baker, Chicago, to Phillips & Cherbo, that city, as vp radio-tv director and account executive. HUGH G. PATERSON, formerly head of own art studio, named art director of Phillips & Cherbo, which has inherited Bankers Life & Casualty Co. account from GS&B.

• WILLIAM T. KALEB, 48, production manager of Marschalk & Pratt, Miami subsidiary of McCann-Erickson, died April 26 following heart attack in his North Miami home. Mr. Kaleb, who was in advertising for past 31 years, moved to Miami in 1957 after working with Erwin Wasey (now Erwin Wasey, Ruthrauff & Ryan), International Latex Corp. and M.H. Hackett Co.

• WILLIAM S. DODSON, formerly radio-tv director of Allan Jack Lewis, Washington, D.C., to Robert M. Gamble Jr., that city, in similar capacity.

• JOHN S. BOWEN, formerly account executive, McCann-Erickson, N.Y., to Benton & Bowles, that city, in similar capacity.

• JOHN W. HEANEY JR., formerly account executive of Ralf Shockey & Assoc., N.Y., to Grant Adv. as public relations director in New York office.

• ERNEST DONOHUE, 61, head of production of BBDO, N.Y., died following apparent heart attack April 24 in his New York office.

• HENRY B. KING, formerly managing director, Super Market Institute, N.Y., to J. Walter Thompson, that city, as marketing executive.

• MIKE FABIAN, formerly assistant sales promotion manager, Hudson Pulp & Paper Co., N.Y., to Zakin Co., that city, as account executive.

• PERRY E. PASMEZEGLU, formerly of The Goodman Organization, L.A., to new business department of Cole, Fischer & Rogow, Beverly Hills, Calif.

• MIKE MILLER, formerly copy chief of Richard K. Manoff, N.Y., to Friend-Reiss Adv., that city, as creative director.

• STEPHEN BAUR, formerly director of publicity, Harris D. McKinney, Philadelphia, joins Erwin Wasey, Ruthrauff & Ryan, that city, in similar capacity.

• DORIS GREGG, assistant art director of Waldie & Briggs, Chicago, to Clinton E. Frank, that city, as art director.

• MRS. RUTH B. LEMBACK, formerly copywriter, Grey Adv., N.Y., to Mogul Lewin Williams & Saylor, that city, as copy group head.

• FLORINE R. ROBINSON, formerly copywriter, Reach, McClinton & Co., N.Y., to Parkson Adv., that city, as copy supervisor.

• BARBARA HOLBROOK, formerly copywriter of Ogilvy, Benson & Mather, N.Y., and WILLIAM MALONEY, copywriter of McCann-Erickson, N.Y., to Benton & Bowles, that city, in similar capacities.

• THOMAS M. DUKES, previously writer and editor, Paul-Marsh Co., Detroit, appointed copywriter, Detroit office of Kenyon & Eckhardt.

• PETER R. NORD, formerly copywriter of Shell Chemical Corp., N.Y., to Hicks & Greist, that city, in similar capacity.

• MRS. HENNA AROND ZACKS, formerly senior fashion writer of Kresge-Newark department stores, N.J., to Rockmore Co., N.Y., as copywriter.

• CHARLES POLIS, formerly assistant art director of Lewin, Williams & Saylor, N.Y., to Shaller-Rubin, that city, as associate art director.

• DAVE HAMER, formerly newsfilm director of KETV (TV) Omaha, to Lindheimer & Assoc., Arlington Hts., Ill. in public relations department.

• DON DOYER, formerly art director of Robinson, Jensen, Fenwick & Haynes, L.A., to art department of BBDO, that city.

## Networks

MR. MINAHAN

• MICHAEL J. MINAHAN, ABC-TV administrative officer, appointed director of tv production operations, N.Y.

• THOMAS O'BRIEN, director of business affairs, NBC owned stations, named director of Far Eastern operations, NBC In-

ternational Ltd., with headquarters in Sydney, Australia. In addition he will be managing director of NBC International of Australia Pty. Ltd., to be formed shortly.

• EDWIN C. WILBUR, supervisor of network liaison, NBC-TV, retires, effective May 31, after 30 years' service with NBC.

• SHERMAN ADLER, midwest director of client relations for CBS spot sales, joins CBS Radio as account executive, effective May 11.

• ROBERT STEVENS, director of such tv series as *Studio One, Suspense, Climax, U.S. Steel Hour* and *Alfred Hitchcock Presents*, signed to three-year nonexclusive contract at CBS-TV.

• ARTHUR HARVEY, ABC labor relations assistant in New York, promoted to network's director of labor relations for western division, headquartering in Los Angeles.

• ED HERLIHY terminates status as staff employe, NBC, in order to accept freelance assignments, including sales promotion with his clients. He will continue NBC assignments, which include hosting *My True Story, Monitor* and *Guest of Honor*.

**Stations**

MR. LEWIS

• MITCHELL I. LEWIS, formerly account executive and media director of Couchman Adv., Dallas, named national director of advertising - publicity of McLendon Corp., that city. McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La., and WAKY Louisville, Ky. McLendon has also bought KROW Oakland, Calif.

MR. ODOM

MR. REITZEL

• HOMER H. ODOM and BOK REITZEL named general manager and general sales manager, respectively, of KROW Oakland-San Francisco, newest station of McLendon Corp., Dallas. Mr. Odom was formerly sales manager of WAKY Louisville, Ky., another McLendon station. Mr. Reitzel resigned as account executive in San Francisco office of Lennen & Newell to assume duties at KROW.

• FRANK WARREN, formerly general manager of WSMB New Orleans, to KPOA Honolulu, Hawaii, as vp and general manager.

• READ H. WIGHT, formerly vp in charge of radio-tv of J.M. Mathes, N.Y., to WPAT-AM-FM New York as director of client relations.

• HENRY R. FLYNN, assistant manager of KCOP (TV) Los Angeles, has been appointed general manager of station's new syndication division to handle national distribution of KCOP programs on film and television tape.

MR. KLEIN

• MILTON H. KLEIN, sales manager of KFWB Los Angeles, appointed general manager of KLX Oakland, Calif., when acquisition of KLX by Crowell-Collier Publishing Co., owner of KFWB, has been approved by FCC.

• GEORGE H. ALLEN JR., account executive of WTAC Flint, Mich., promoted to station manager, replacing A.C. EDGERTON, who moves to WMNI Columbus, Ohio, as general manager.

• MAURY FARRELL, air personality of WBRC Birmingham, Ala., adds duties as local sales manager.

MR. GENNARO

• JACK R. GENNARO promoted from sales manager to station manager of WFRV-TV Green Bay, Wis.

• ROBERT E. NEWSHAM, assistant sales manager of KYW-TV Cleveland, appointed sales manager of WJZ-TV Baltimore, replacing JOSEPH P. DOUGHERTY, who moves to WPRO-AM-FM Providence, R.I., as general manager.

• CECIL D. MASTIN, 73, formerly vp and general manager of WNBF-AM-TV Binghamton, N.Y., died April 27 in Sarasota, Fla., after suffering stroke two weeks before. Mr. Mastin, who retired from WNBF in 1955 after 25 years' service, was also active in NAB. He is survived by his wife, Letty.

• DAVID KIERNAN, news director of WNHC-TV New Haven, Conn., elected president of United Press International Broadcasters Assn. of Connecticut, succeeding BARRY BARENTS, WNBC (TV)-WKNB West Hartford. Other officers: EDWARD LEONARD, WICH Norwich, vp; LESTER FOX, WMMW-AM-FM Meriden, secretary-treasurer; JOE GIRAND, WINF Manchester, JAMES ELLIOTT, WNAB Bridgeport, WILLIAM GLYNN,

Only PRESTO makes the famous PRESTO MASTER, the ultimate in disc-recording surfaces. Only PRESTO, alone among manufacturers, handles every intricate step in the production of its discs. Those flaws and flecks that are waiting to hex your recording sessions can't get past the skilled eyes of PRESTO's inspectors. Why settle for discs that aren't PRESTO-perfect?

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

*Since 1934 the world's most carefully made recording discs and equipment.*

WCNX Middletown and Mr. Barents, all directors.

• RORERT E. PANTELL, formerly business representative, International Brotherhood of Electrical Workers, Local 1212 (radio-tv engineers), N.Y., to Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York; WTTG [TV] Washington; WHK Cleveland) as director of personnel.

• ARTHUR M. TOLCHIN, director of WMGM New York, appointed executive vp of Loew's Theatres Broadcasting Corp., new name given station operating firm by parent Loew's Theatres Inc. (Station formerly was WMGM Broadcasting Corp.) Other officers of Loew's Theatres Broadcasting: EUGENE PICKER, president; JOHN M. MURPHY, vp; ARCHIE WELTMAN, secretary; JACOB STILLMAN, treasurer; MATT J. MADDEN and LEONARD POLLACK, assistant treasurers, and JOHN C. PODESTA, assistant secretary.

• MRS. ESTHER VAN WAGONER TUFTY, owner and bureau chief of Tufty News Bureau, Washington, D.C., named American Women in Radio & Television president-elect. Newly elected directors-at-large, who will serve two-year terms: MARION ANNENBERG, promotion director, WDSU-AM-TV New Orleans; LUCILLE BUSH, consumer education director of S. C. Johnson Co., Racine, Wis.; MURIEL FOX, vp in charge of radio-tv, Carl Byoir & Assoc., N.Y.; HELEN JENSEN, consumer service director of Western Beet Sugar Producers, S.F. and MARY PEARL, director of home economics department, food division, Heublein Inc., Burlington, Vt., and broadcaster on several stations.

• DONALD D. SULLIVAN, vp-general manager of WNAX Yankton, S.D., elected president of South Dakota Broadcasters Assn. Other new officers are BILL JOHNSON, KYNT Yankton, vp, and JIM SLACK, KUSD Vermillion, noncommercial station, secretary-treasurer. Mr. Sullivan succeeds ROSS CASE, KWAT Watertown.

• THOMAS ROGERS, WCLT Newark, Ohio, elected president of Ohio Assn. of Broadcasters. He succeeded JAY WAGNER, WLEC Sandusky. Other new officers are GORDON DAVIS, KYW Cleveland, vp (radio); ROBERT MACK, WIMA-TV Lima, vp (tv); MARIANNE CAMPBELL, WJEH Gallipolis, director, and JAMES LEONARD, WLWC Columbus, director (both directors for three-year terms).

• HOWARD GRAY, general manager, KGIL San Fernando, nominated without opposition as chairman of Southern California Broadcasters Assn. Other unopposed nominees for 1959-60 are vice chairman: HERBERT COMSTOCK, general manager, KAVL Lancaster; treasurer: NORMAN BOGGS, vp, KHJ Los Angeles; secretary: CLIFF GILL, president, KEZY Anaheim.

**Duke For Sesac** • "Ellington Moods" is the title of the new Duke Ellington Orchestra 12-inch LP album to be released June 1 by Sesac Inc., New York. During a recent all-night recording session the veteran bandsman was photographed while discussing a take with Red Clyde (l), Sesac A & R man, and Bud Prager (r), Sesac executive.

• BOB ZELLMER, formerly chief engineer and program director of KBUN Bimidji, to KBMO Benson, both Minnesota, as general manager.

• MEL LEVINE, formerly administrative assistant to general manager of WCAU-TV Philadelphia, to WROV Roanoke, Va., as assistant manager.

• TOM T. PRIMAVERA, formerly account executive of Mail-Vertising Inc., Phila., to WCAU-AM-FM, that city, in similar capacity.

• ERWIN J. (TINY) MARKLE, program director of WAVZ New Haven, Conn., to KFSD San Diego, Calif., in similar capacity.

• BOB LYTE, formerly promotion manager of Tribune Publishing Co. (KTNT-AM-FM-TV Tacoma, Wash., and *Tacoma News Tribune*), to WAGA-TV Atlanta in similar capacity.

• HENRY F. HINES appointed director of advertising-promotion of WBAL-AM-TV Baltimore.

• JERRY HIGLEY, with KGBX Springfield, Mo., since 1956, named program director.

• SHELDON P. SIEGEL appointed tv production manager of Arizona State U.'s radio-tv bureau, Tempe, Ariz. CHARLES R. ALLEN named operations manager of 33-station Arizona state radio network served by university.

• BILL HOBBS, salesman of WFAA-TV Dallas, named local sales manager.

• ALTON S. HOTALING JR., formerly producer-director of KUON-TV Lincoln, Neb., to WENH (TV) Durham, N.H., as production manager.

• NICHOLAS ROBINSON, formerly of WREB Holyoke, to WARE Ware, both Massachusetts, as operations manager.

• EDWARD HYMOFF, formerly editor-writer of NBC News to WMGM New York as director of news and special events.

• JIM ATKINS, news director of WBRC-TV Birmingham, Ala., named tv newsreel chairman of National Press Photographers Assn. for Southeast.

• RICHARD C. THRALL, producer-director of KDKA-TV Pittsburgh, named director of public service programming.

• ROBERT F. GAMBLE, news director of WKY-AM-TV Oklahoma City, to WFBM-AM-TV Indianapolis as news manager effective May 11. GILBERT FORBES continues as news director of WFBM, and HOWARD CALDWELL becomes news director of WFBM-TV.

• JACK LAUNER, formerly of WLWC (TV) Columbus, Ohio, to KNTV (TV) San Jose, Calif., as staff director.

• RALPH VOGEL, formerly farm director of KXEL Waterloo, to KIOA Des Moines, both Iowa, in similar capacity, effective May 11.

• MARIE MCGRAIN retires as chief operator of WTOP-AM-FM-TV Washington. Last year Miss McGrain completed her 25th year of continuous service with WTOP and its predecessor, WJSV.

• MICHAEL DEE, formerly news director of KOIL Omaha, Neb., to KRIZ Phoenix, Ariz., as production manager and air personality.

• CHARLES V. BURGE, formerly account executive of KWK St. Louis, to KPLR-TV, that city, in similar capacity. AL JOHNSTON, formerly producer-director of DuMont network, to KPLR-TV in similar capacity.

• JACK HENNESY, formerly of KDON Monterey, Calif., to sales staff of KBIQ (FM) Los Angeles.

• CHARLES F. FARRELL, formerly news editor of WBVP Beaver Falls, Pa., to WCAE Pittsburgh as assistant news editor.

• DON RUFFIN, art director of KPHO Phoenix, Ariz., elected president of Arizona Artists Guild.

• VERN JONES, formerly news director of WHYN-AM-FM-TV Springfield, Mass., to WAVY-AM-TV Norfolk-

Portsmouth, Va., as newsman. FRED D. KNIGHT, formerly news director of WIST Charlotte, N.C., to WAVY as announcer.

• DICK CHARLES joins news staff of KVOO-TV Tulsa.

• SID MCCOY, m.c. of syndicated *Sunday Morning* radio series on 66 stations in 40 states and air personality of WGES Chicago, signed as staff announcer by WBKB (TV), that city.

• JOHN ROVICK, "Sheriff John" of children's daily *Lunch Brigade on* KTTV (TV) Los Angeles, signed to three-year exclusive contract with station.

• JIM BLACK, national sales manager of KTUL-TV Tulsa, adds duties as national sales manager of KATV (TV) Little Rock, Ark., both Griffin stations. Mr. Black will not handle national sales of KWTV (TV) Oklahoma City as reported in BROADCASTING last week.

• LEN CURLEY joins KCBS-AM-FM San Francisco as host of weekly *Mark Time* interview program. FRED GOERNER, formerly of KSL-AM-FM-TV Salt Lake City, Utah, to KCBS as air personality.

• DICK BROWN, air personality, of WWOK Charlotte, N.C., to WJBW New Orleans in similar capacity, effective May 11. Both are Tarlow Assoc. stations.

### Representatives

MR. SCHUTTE

• RICHARD H. SCHUTTE, west coast manager of Robert E. Eastman & Co., radio rep, named vp, same location.

• WALTER SCHWARTZ, formerly sales manager, WWJ Detroit, to Am Radio Sales Co. there as sales manager.

• CATHERINE (KAY) CHILLE, vp of Nona Kirby Co., Boston, elected president of Broadcasting Executives Club of New England. Miss Chille becomes first "madame president" in club's 12-year history.

• JOHN W. BROOKE, formerly eastern sales manager, Peters, Griffin, Woodward, N.Y., joins sales force, CBS Radio Spot Sales, that city. FREDERICK E. BAUMAN, formerly district manager of McGraw Hill Publications, Chicago, to CBS Radio Spot Sales, that city, in client relations department.

• ED ARGOW, formerly assistant sales manager and manager of Canadian listings, Forjoe & Co., to New York sales staff of Daren F. McGavren Co.

• ROBERT MAGGIORE transferred from Chicago office of Branham Co. to firm's Los Angeles office as sales representative.

• THOMAS J. TILSON, tv account executive of Peters, Griffin, Woodward, N.Y., since 1956, to similar position with Television Advertising Representatives, N.Y.

### Programming

MR. GRIEVE

• MARVIN M. GRIEVE, sales executive of Guild Films Co. N.Y., named vp of sales. He succeeds IRVING FELD, appointed president of Guild's foreign distributor, Inter-World Tv Inc.

• STAN SMITH, resigns as vp of sales of Official Films, N.Y.

• S.L. (STRETCH) ADLER, formerly national sales manager, Guild Films, N.Y., to Official Films, that city, as director of sales.

• HOWARD CHRISTENSEN, formerly head of his own tv production firm, named United Artists Television's central regional sales manager, headquartering in Chicago.

• JOSEPH F. GREENE, assistant to vp of sales for ABC Films Syndication, has been appointed eastern sales manager of Roy Rogers Syndication.

• ART GROSS resigns from Guild Films, N.Y., where he held position of assistant to president and headed foreign and domestic sales.

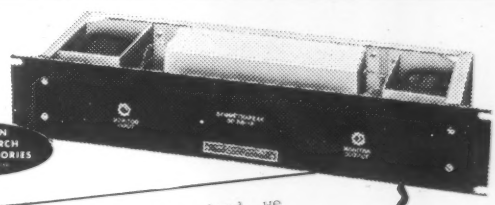
• LOU BOUTIN, formerly special division head of western sales, Independent Television Corp., to AD-STAFF, Hollywood, Calif., producer of radio-tv commercials, as vp in charge of sales.

• HARRY WISMER, veteran network sportscaster, joins Bert L. Coleman Assoc., N.Y., tv commercials producer, as vp in charge of sports and special events.

• GEORGE W. CYR, formerly program


THESE STATIONS INCREASED COVERAGE WITH Symmetra-peak

A.M., F.M. and T.V. stations everywhere are getting greater voice coverage and improved limiter and AGC performance. Here's what some enthusiastic users say . . .




"after seeing and hearing this unit at WERE, Cleveland, we would like one as soon as possible" - WADC, Akron.

"We have recommended its (Symmetra-peak) use at all Westinghouse stations" - WIND, Chicago.

"With the use of Symmetra-peak, we find constant modulation regardless whether it is speech or music. We are very pleased" - WCLS, Columbus, Ga.

"We have completed our series of tests on your Model SP58-1A Symmetra-peak. . . we wish to thank you for making available a device of merit to AM broadcasting stations" - KVOO, Tulsa.

*Others using Symmetra-peak include:* WCBS, WOR, WINS, WMGM, Press Wireless, CFPA, KWJJ and RCA Communications (a list of approximately 200 Symmetra-peak equipped stations is available for your inspection).

*For full information write or call Dept. B*

PRICE—$265.00 F.O.B., Freeport, N. Y.

KAHN RESEARCH LABORATORIES, Inc.
22 Pine Street, Freeport, New York, FReeport 9-8800
Another first by the developers of Compatible Single Side-Band

manager of WRCV-TV Philadelphia, to Al Kane Productions, that city, as executive producer.

• CHARLES VAN ENGER JR., named supervisory film editor of *The Millionaire*, tv series produced by Don Fedderson Productions, Hollywood, replacing BEN SMITH.

• ALVIN COOPERMAN, formerly executive producer of Screen Gems, L.A., to produce new *June Allyson Show*, anthology tv series, for Four Star Films, L.A.

• BERT WEILAND, formerly account executive of Ziv Television, Baltimore, Md., to Independent Television Corporation as north eastern district manager. Other ITC appointments, account executive capacity: CHARLES G. PYE JR. and FRANK SPIEGELMAN, northeastern division; JOHN A. THAYER JR., JOHN E. HOWARD and JAMES L. DODD, southeastern division, and YALE LASKER, midwestern division.

• PETER KORNTER named principal producer and will handle at least six of 10 live programs of *General Electric Theatre* on CBS-TV next season. ETHEL WINANT, casting director of *Playhouse 90*, will be associate producer, with DEL REISMAN and A. CAROTHERS as story editors.

• ELLIOTT AMES, formerly European correspondent of *Film Bulletin*, joins National Telefilm Assoc. N.Y., as presentation writer. Other NTA appointment: EDGAR KRUPINSKI, formerly advertising accounting supervisor of Lever Bros., N.Y., as business manager, advertising, and WILLIAM WEINSTEIN, formerly in radio promotion department of CBS, as art designer.

• MAREK WINDHEIM, formerly executive tv producer of D'Arcy Adv., N.Y., now independent tv-film producer, has acquired tv film rights from Publishers Syndicate to award winning comic strip, "Judge Parker."

### Equipment & Engineering

• WALTER E. HUSSELRATH, superintendent, Clifton and Passaic plants of Allen B. DuMont Labs., in New Jersey, appointed general superintendent of all plants of DuMont Labs.

• GERALD G. GRIFFIN, manager, merchandising coordination, RCA Electron Tube Div., named manager, merchandising-parts and equipment. He succeeds JOSEPH J. KEARNEY, newly-appointed manager, merchandising-entertainment tubes. MORRIS S. LEWIS, manager, distributor products administration, named manager, merchandising coordination.

• E. J. BRANDT, formerly manufacturing manager of Hughes Aircraft, semiconductor division, Culver City and Costa Mesa, Calif., to Audio Devices, rectifier division, Santa Ana, Calif., in similar capacity. A. J. ROMANO promoted from assistant sales manager to sales manager of Audio Devices' rectifier division, Santa Ana, Calif.

**Move Up** • Radio Press Inc., N.Y., executive ranks have been bolstered by recent promotions within the company. Shown above are (standing) Bernard Pelzer, director of sales and administration; (seated, l to r) Roger Turner, director of finance and communications; Samuel F. Jackson, director of market development; Briggs Baugh, director of station relations, and John Hicks, director of promotion and publicity.

• CLYDE J. SCHULTZ, formerly assistant sales manager of Shure Bros. (electronic products), Evanston, Ill., appointed sales promotion manager for national service, parts and accessories of Admiral Corp., Chicago.

• MATTHEW J. HOLLINGSWORTH, graduate of Univ. of Pennsylvania, joins Sylvania Electric Products as sales engineer for semiconductor division in San Francisco.

• OSMUND T. FUNDINGSLAND, manager of Sylvania Electric Products' Microwave Physics Lab, Palo Alto, Calif., to Raytheon Mfg. Co., Waltham, Mass., as director of research.

• NUGENT S. SHARP, formerly electronic engineer, broadcast facilities division, broadcast bureau, FCC, opens radio engineering offices in Warner Bldg., suite 810, 501 13th St., N.W., Washington 4, D.C. Telephone: District 7-4443.

### Allied Fields

• STANLEY ADAMS elected president of American Society of Composers, Authors & Publishers, succeeding PAUL CUNNINGHAM, elected director of public affairs. Mr. Adams, member of board of directors since 1944 and president of ASCAP from 1953-56, is first director elected president second time. Other officers named: LOUIS BERNSTEIN, vp; OTTO A. HARBACH, vp; DEEMS TAYLOR, secretary; FRANK H. CONNOR, treasurer; ARTHUR SCHWARTZ, assistant secretary, and J. J. BREGMAN, assistant treasurer.

• GILBERT SELDES, critic, playwright, tv director and author, appointed director of Annenberg School of Communications, U. of Pennsylvania.

• PHILIP LEVENSTEIN, formerly special projects director, promoted to assistant director, national total-market audit of Audits & Surveys Co., N.Y.

• EDWARD LASKA, 75, song writer, dramatist and charter member of American Society of Composers, Authors & Publishers, died April 27 in Trafalgar Hospital, N.Y. Mr. Laska helped organize ASCAP and was for six years director of Dramatists Guild of Authors League of America and was also member of Songwriters Protective Assn.

### Government

• ALBERT L. MCINTOSH, FCC frequency allocation chief, appointed special adviser on frequency management to Chief Signal Officer, U.S. Army. Mr. McIntosh, who served with FCC for 18½ years, assumed his new job April 27.

### International

• TREVOR G. GOODMAN, vp and managing director of Young & Rubicam's Toronto (Ont.) office, appointed managing director, Young & Rubicam Ltd., that city.

• COLIN MCIVER, chairman of Young & Rubicam's London plans board, named head of Y&R's new Geneva office.

## Sales, earnings soar for Zenith, Admiral

Sales and earnings of Chicago-based electronics companies are booming, based on first-quarter reports released last week by Zenith Radio Corp. and Admiral Corp.

Admiral reported consolidated net sales of $44,739,388 and pre-tax earnings of $1,422,076 compared with $38,418,799 and $152,136 respectively, for the same period in 1958. Profits after taxes amounted to $711,644, or 30 cents a share on 2,385,296 shares outstanding, as against a loss of $91,977 (or four cents a share loss) in last year's first quarter.

Estimated net consolidated profits reported by Zenith for itself and subsidiaries reached $3,323,891, or $3.37 per share, after depreciation and estimated provision for income taxes of $3,745,162—a net quarterly record. Profits were 63% higher than $2,036,759 over the first three months in 1958. Consolidated sales hit $59,220,776, a 40% increase over last year's similar period.

## • Technical topics

• Philco Corp., Philadelphia, has announced a germanium transistor with maximum frequency of oscillation of 3000 mc. The new transistor reportedly exhibits a power gain of 9.8 db at 1000 mc, at which frequency it is possible to obtain 10 milliwatts of output power. At 200 mc (tv range), the unit provides a gain of 22 db and 4 dbs noise.

• Acoustex Chemical Corp., New York, is offering a new product called Acoustex paint for use in broadcasting studios. The sound-proof paint comes in 11 colors and is a speckled material containing an alkyd-latex base with sound controlling granules of a spongy cork-like quality. One gallon sells for $8.70, covers 150 sq. ft.

• Visual Electronics Corp., New York, has selected "$pot $aver" as the winning entry in its contest to name the company's new program automation system. Winner Morris C. Barton Jr., chief engineer, KSLA-TV Shreveport, La., was awarded a Conracale Fleetwood Model 900 Remote Receiver.

• Miratel Inc. (electronic equipment), St. Paul, Minn., has introduced new 8-inch tv monitor L59B/8. Specifications: weight, 32 lbs.; height, 9¾ inches; width, 12¾ inches; depth, 16 inches; definition, 600 lines; price, $199.

## Friendly 'Banshee' warning

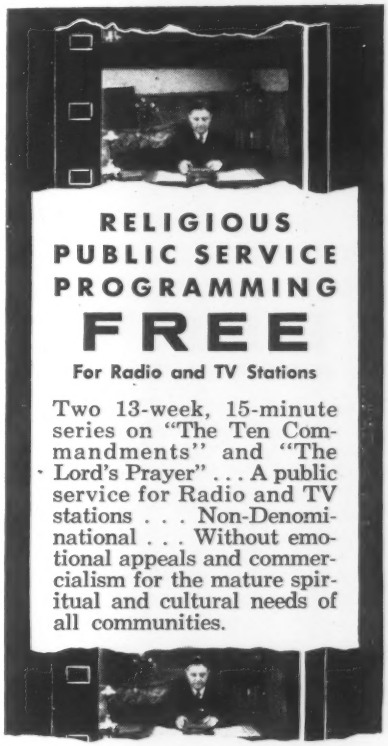
A small device dubbed "Banshee" developed for the Atomic Energy Commission could be added to battery radio sets to provide an audible warning of radioactive fallout, according to a series of civil defense articles running in the *Buffalo Evening News* (WBEN-AM-TV)

Nat S. Finney, head of the paper's Washington bureau, says the device could save millions of lives in the event of nuclear attack. He contends the Office of Civil & Defense Mobilization has offered little help in development of Banshee but adds that Leo A. Hoegh, OCDM director, has indicated he will order 5,000 Banshees if his staff finds they will work satisfactorily.

The Finney series points out that battery radios would probably be the ordinary citizen's only way of getting news or instructions in case of nuclear war though he anticipates that "not much radio and no television could stay in operation." An article in the March 16 BROADCASTING took the position that an estimated 65 million battery and auto radios offer a means of public communication with emergency broadcast facilities.

The newspaper reported Comr. Willard F. Libby, of the AEC, induced Tracerlab Inc., Waltham, Mass., to develop the Banshee, using cadmium sulfide crystals in the unit. AEC ordered two dozen prototype models. Banshee can be plugged into existing radios or built into new ones, requiring no knobs or dials and using no current, it is stated. When radioactivity reaches a danger level, Banshee squeals low and softly, the tone becoming higher and louder as the level becomes more dangerous. Banshee-equipped radios could be sold for $5 more than normal sets, according to the series.

James D. Secrest, executive vice president of Electronic Industries Assn., said he believed manufacturers would be willing to produce such a device in quantity if a public demand were indicated or if a government agency ordered them in quantity. He said that a device adding around $5 to the cost of a set at the factory would be translated into $10 or $12 at retail. He observed that a low-cost automatic Conelrad emergency receiver has failed to interest the buying public.

RELIGIOUS PUBLIC SERVICE PROGRAMMING

FREE

For Radio and TV Stations

Two 13-week, 15-minute series on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and TV stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

Write for Audition Print or Tape

THE BACK TO GOD HOUR

10858 S. Michigan Ave., Chicago 28, Ill.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street

New York 22, N. Y. ELdorado 5-0405

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

## Pacesetting survey for Intermountain

A radio audience survey described as the largest and most comprehensive ever made in the Intermountain West is being released today (May 4) by The Pulse. Made for the Intermountain Network and covering an area of 996,580 homes, the results are being circulated among timebuyers by Avery-Knodel, national representative of Intermountain Network.

The Intermountain report contains detailed audience data for the entire five-state area, with results also available individually for each of the states (Utah, Colorado, Wyoming, Montana and Idaho) and for each of the 45 markets surveyed. Avery-Knodel officials said it covers not only major Intermountain Network markets, such as Denver and Salt Lake City, but also many areas for which no usable audience information had been available, either because the areas had not been surveyed before or because of programming changes since the last survey.

John J. Tormey, Avery-Knodel radio sales director, said the study showed high levels of radio tune-in throughout the day, with Intermountain getting 28% of the daytime audience and 29% of the evening audience. Laurence Roslow, associate director of Pulse, said it was the most extensive study of its sort ever undertaken by Pulse. "In detail," he said, "it is comparable to Pulse reports issued regularly for the national radio networks." Field work was done in January and February.

The advertisers using more spot tv in the summer than during other times of the year, as compiled by The Katz Agency:

Adell Chemical, P. Lorillard, American Home Products, Carter Products, Warner-Lambert, International Latex, Texize Chemical, American Tobacco, Food Mfrs. Inc., Anheuser-Busch, General Mills, Sun Oil, Welch Grape Juice, Pabst Brewing, Pepsi-Colo Bottlers, Continental Car-Na-Var and S. C. Johnson.

Also, Theo Hamm Brewing, William Wrigley Jr., B. T. Babbitt, Armstrong Rubber, Jos. Schlitz Brewing, Standard Oil of Ind., Andrew Jergens, Revlon, U. S. Borax & Chemical, Harold F. Ritchie, Norwich Pharmacal, F & M Schaefer Brewing, Phillips Petroleum, Eversharp, M. J. B. Co., Stokely-Van Camp, Standard Oil of Calif., Fels & Co., Ex-Lax, Blatz Brewing, National Brewing, Taylor-Reed, Atlantis Sales, and Scott Paper.

**Packing them in** • The telephone booth has given way in college squeeze play to the foreign automobile on campuses in upstate New York. WROW Albany took a Simca, the "WROW Sardine Sedan," to Union College and Rensselaer Polytechnic Institute offering small prizes to all who could squeeze in. The promotion turned into a fraternity rivalry, with Kappa Nu of R.P.I. victorious. Through "superior engineering talents" 50 shoeless, coatless and, in some cases Bermuda-clad Greeks managed to stuff themselves into the vehicle. Each participant received a can of sardines from WROW.

## Stampmen, stations collecting collectors

Radio stations and trading stamp firms are finding crowds of collectors in the listening audience. King Korn Stamp Co. of Chicago, a leader in its field, thinks that campaigns in the Midwest point to expansion.

Stations are using the King Korn plan as a sales and audience builder and King Korn is using stations to the same end. Results from long-run contests conducted on WQUA Moline, Ill., KDAL Duluth, Minn., and a handful of other midwest stations have been claimed as phenomenal.

Here's how the stamp plan usually works: The station buys the stamps from King Korn (cost unrevealed) and gets local advertisers who sell products in supermarkets and retail stores to buy local time for mentions in its "key word commercials" during nine-week "King Korn Carnival" contests. For rotating paid spots, each advertiser gets a free spot announcement. King Korn itself buys announcements prior to the contest for promotional value. The account is handled by Powell, Schoenbrod & Hall, Chicago.

**Sponsor Bait** • The station thus builds its audience and induces participating advertisers to place other business on its facilities. When a local advertiser (for example, a local Coca-Cola bottler) participates, he is assured of mention in the periodic key commercial for nine weeks.

Listeners get 10 free stamps merely by supplying their names and addresses and 10 more for submitting correct phrases or words. In one instance, a listener can claim 1,000 stamps if his letter is chosen and he calls the station within three minutes of the announcement. Ten key words are repeated daily throughout the week.

King Korn cites the campaign at WQUA (ended April 2) as an example of tremendous response. It claimed 45,000 letters bidding for a million King Korn trading stamps each week. The station reported it had to double its staff to handle the volume. The stamps were redeemed at 150 retail stores, including 22 supermarkets. Pre-contest spots and full-page newspaper advertising helped set the stage for the "Carnival."

## Mahalia in Garden for WLIB

A five-hour gospel music performance featuring singer Mahalia Jackson is to be presented at New York's Madison Square Garden May 24 by WLIB

**Whale of a pull** • More than 35,000 youngsters entered a month-long "Name the Whale" contest that was started after viewers of KTLA (TV) Los Angeles asked about a whale seen in an afternoon cartoon.

In cooperation with Marineland of the Pacific, an oceanarium, KTLA embarked on its contest. To pick the winning entry KTLA's Vance Colvig (left), host of *Bozo the Clown* show (Mon.-Fri., 5:30-6 p.m.), tossed into the water at Marineland five life preservers with the finalists' entries attached. Whichever one was picked up first by "Bubbles," a real whale, was declared the winner. The finals were seen in a remote telecast from Marineland. Prizes included a weekend stay at Marineland for winner and family, and for runners-up, a midget automobile, Bozo toys, clothes and novelties.

Contest exploitation: daily mentions on the KTLA program, plugs on Marineland's local radio campaign on KMPC Los Angeles and KBIG Santa Catalina, and publicity feeds to 100 Southern California community newspapers.

The cartoon series is produced by Larry Harmon Pictures Corp., Hollywood, and is syndicated by Jayark Films Corp., New York.

there. The independent station, which aims its programming at the Negro audience, is rounding up spiritual and folk music luminaries from around the U.S. and will also bring in by remote broadcast a group then appearing in Sweden.

Use of the hall will cost about $5,000. (WLIB will charge admission of $3-4-5.) The station sees the project as a means of demonstrating a "dominant position" with the Negro audience in New York.

### 'Horizons' service series

KYW Cleveland has consolidated its public service efforts into a six-point project known as "New Horizons." The categories to be emphasized are mental health, safety, science, government and history, community self-help and culture.

New programming contemplated: science fiction writers discussing relationship between today's dreams and tomorrow's achievements; broadcasts from pre-citizenship classes of the Cleveland Board of Education; at-home interviews with public figures, and 13 trans-Atlantic discussions between Western Reserve U. (Cleveland) students and faculty and their counterparts at the U. of Edinburgh, Scotland.

These programs are to be added to those already in existence, such as taped traffic court proceedings, weekly science newscasts, and talks with noted thinkers on art.

### Holiday from 3,000 homes

The WRAP Norfolk, Va., second annual Homemakers Holiday attracted nearly 3,000 Negro housewives April 21. The homemakers' program included WRAP client product exhibits, budget meal demonstrations, style shows and entertainment. WRAP flew a group of New York admen to the Tidewater market for the event. In addition to visiting the homemakers' exhibits, the New Yorkers toured local Navy bases and lunched aboard a destroyer.

### Torn-shirt school

During the civil defense Operation Alert exercises (AT DEADLINE, April 20), KRIZ Phoenix, Ariz., promoted its


**Northwest Area Clear Channel Fulltimer**

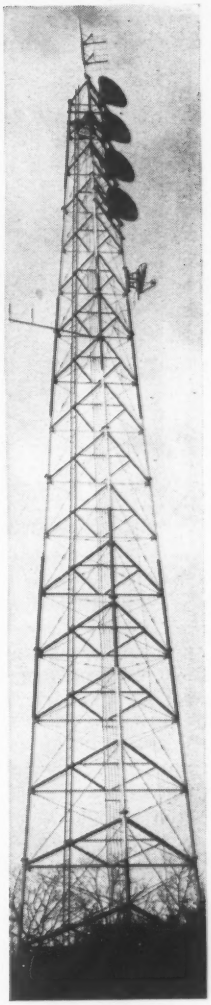
Number One rated station in substantial growth market. Purchase of major market facility forces owners to dispose of this highly desirable property under the FCC's multiple ownership rule. Grosses excess of $175,000. Priced for immediate sale at $225,000 with $60,000 down or $210,000 with $75,000 down. Balance over ten years. Valuable real estate included.

BOX 787K, BROADCASTING



ANOTHER LOW COST • SPACE-SAVING • SELF-SUPPORTING

MICROWAVE TOWER by STAINLESS



*Stainless microwave tower, mounting antenna array and four 6-foot parabolas.*

Whether your need is for:

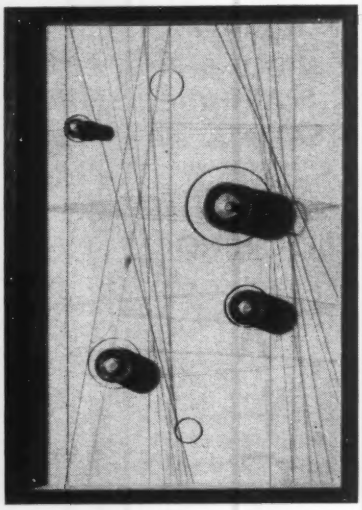
- Communication Systems
- Broadcast Arrays, or
- Studio-to-transmitter Links

Let Stainless' experienced engineering staff assist you with your tower problems.

*Ask today for your free booklet describing many Stainless installations.*

Stainless, inc.

NORTH WALES • PENNSYLVANIA



**'Visual Orchestration'** • Visitors to the home of KFSD-AM-FM-TV on the outskirts of San Diego, Calif., are stopped by this collage, composed of actual parts of radio and tv transmitting equipment and mounted on the wall of the lobby. The collage was conceived by W. E. Goetze, general manager of the stations, and his wife, who supervised decorating of the building, which was formally opened in February 1958. John Dirks at the art department of San Diego State College was commissioned to execute the work, which is composed of double cooling fins, varicolored wire and other transmitting components. The completed component collage, in the artist's words, is "Visual Orchestration."

silenced morning man, Don Lincoln. Since KRIZ was not broadcasting during the alert, Mr. Lincoln spent the time wandering downtown Phoenix with $20 worth of records as the prize for finding and identifying him. Carloads of people participated in the search, and a group of girls finally located Mr. Lincoln in a service station driveway and collected their records. But only after tearing the KRIZ staffer's shirt.

## His ship came in

Joseph O'Brian, media buyer at Young & Rubicam, received a model ship displaying as a flag a $100 check from WDSM-AM-TV Duluth, Minn., for coming up with an estimate that was nearest the actual time the first ship of the year came through the Duluth Ship Canal opening the 1959 navigation season at the head of the Great Lakes. C.D. (Duke) Tully, general manager of the station, and Lloyd Griffin, vice president and director of tv, Peters, Griffin, Woodward, made the presentation in New York.

The contest is an annual event. Two winners are named from agencies in New York, Chicago, Detroit, Minneapolis and one category for elsewhere around the country. First prize for each market is $100, second prize, $50. The winners: Mr. O'Brian and George Magee (second) of Radio Reports in New York, Peggy McGrath of Y & R and Doug Birch of Leo Burnett in Chicago; Judy Anderson of McCann-Erickson and Don Cooke of Luckoff & Wayburn in Detroit, Mary Ann Doss of Bruce B. Brewer Co. and Fred Jones of John W. Forney Co. in Minneapolis, and Arvilla Phillips of Liller, Neal Battle & Lindsey, Atlanta, and Wes Parker of the Doctor Pepper Co., Dallas. Season for the Duluth canal breakthrough spans the period of March through May. Actual date this year was April 18 with the time for the sailing of 7 hours 5 minutes 47 seconds. Mr. O'Brian's estimate was only 4½ hours off.

## • Drumbeats

• KDKA-TV Pittsburgh's Josie Carey, who guested Saturday morning (May 1) on the CBS-TV *Capt. Kangaroo* show was presented to 13 advertisers last Friday in a special New York reception by Peters, Griffin, Woodward. Miss Carey, who conducts *Josie's Storyland* on the Pittsburgh station is recipient of a Sylvania award for her educational children's education series and previously had been with WQED (TV), Pittsburgh etv.

• CHUM Toronto got extra publicity out of the Toronto Sportsman's show by active participation. In addition to originating broadcasts from a show booth, the station staged a "CHUM Champion" contest. Six announcers were entered in fish-skinning, log-rolling, bait-casting, judo and bowling events. Listeners named their favorite CHUM contender in letters. The high-scoring announcer drew from his votes to award a boat and motor to a listener.

• WSB awarded first prize in a coverage contest to a listener writing from Hawaii. Later a letter arrived from New Zealand. The contest publicity file includes a clipping from a publication of Radio Sweden, Stockholm.

• To publicize Saturday's (May 9) Handle Bar Mustache contest organized by WKRC Cincinnati d.j. Ted McKay, a woman with a false beard paraded downtown last week. As mustached men passed by she asked them if they were members of the Ted McKay Mustache Club. If they were club members, they received $5 merchandise certificates. The winner of Saturday's contest will receive a cash prize.

• Dan Ronald, d.j., WEBC Duluth, Minn., is helping local housewives with their housework in his "Handy Dan" contest. Listeners write in to say why they would like to have Mr. Ronald give them a hand with their Saturday chores and the d.j. chooses a winner.

• More than 100 child participants and 300 onlookers gathered for the first annual "High Flying KIOA [Des Moines] Kite Contest." Participants had to make their own kites. Prizes: highest-flying kite—a racing bicycle; the smallest kite that flew—a record player; the most artistic kites—six long-playing phonograph albums.

• Grace Porterfield, timebuyer at Benton & Bowles, New York, has won first prize in a contest for promotion ideas at WUSN-TV Charleston, S.C. The station invited timebuyers at recognized ad agencies to tell how, if they were station managers, they would promote a station and market. Suggestions were limited to a maximum of 25 words. The winner's prize is a seven-day cruise for two to Havana and Nassau. Runners-up, who received fountain pens, were: Bob Atwood, J. Walter Thompson, Chicago; Bill Kane, N.W. Ayer, Philadelphia; C.V. Barkley, Piedmont Advertising, Salisbury, N.C.; Pam Tabberer, Liller, Neal, Battle & Lindsey, Atlanta, and John Catanese, Ted Bates, New York.

## Critics' say

A poll of 100 tv editors on key newspapers throughout the country reveals that although they consider the Emmy tv award program worthwhile, they believe the show should be shortened and the winners selected by a small, selected group of judges.

The tv editors' recommendations, announced last week, emerged from a poll conducted by Grey Adv., New York, agency for Procter & Gamble, Cincinnati, and the Benrus Watch Co., New York, co-sponsors of the Emmy show on NBC-TV Wednesday (May 6, 10-11:30 p.m.). Other suggestions made by the editors: give fewer awards to make the Emmy "more of a prestige symbol"; get away from the "Oscar format"; show film clips of Emmy-winning performances; dignify the proceeding with more sophisticated entertainment; schedule repeats of winning shows and performances.

### Thou shalt deliver'

*In a speech at the Ohio State Broadcasters Convention, Edward J. Broman, sales manager, regional sales division, Ziv Television Programs, discussed the growth and present strength of tv advertising.*

. . . We have all witnessed the tremendous growth of television within a relatively few years. . . . It has grown to its present position, not by chance, but because of one basic fundamental fact: it has obeyed the law of advertising which says "thou shalt deliver the goods."

Television advertising has delivered the goods in unprecedented volume for local advertisers as well as national branded products. Today it stands pre-eminent—fully recognized as the greatest sales stimulator available to business. . . .

We believe that a television program must do more than just entertain people. An advertiser buys a program not because he is philanthropic or feels loyal to the producer of the television program, or the station over which it is to be telecast. He buys a television program for strictly selfish reasons and that is, to increase his sales. He has every right to expect that the television program which he buys should increase his sales.

We at Ziv believe that there are four basic requirements that every television program must have in order to be successful.

Basic number one—a television series must be of a nature that it will develop within a reasonable period of time, a profitable audience. . . .

The second basic qualification which a program must have is the quality to win sponsor identification. . . . When viewers are conscious of the sponsor, they are receptive to his sales messages. . . .

Basic number three: It is essential that the television program one sponsors provide a high quality show-case for an advertiser's sales message. . . .

The fourth basic requirement is that a television program and the attendant merchandising plan associated with that program be of such a nature that it will enthuse the sponsor's own organization.

. . . Obviously in this room, there are many people who also represent radio, and what I have said about television also applies to the radio medium. It is amazing the comeback that radio on a local level has made. They have learned to be better salesmen. They have taken inventory of what they had to offer and they presented their merchandise in pleasing and palatable forms to advertisers, and as a result, many stations are doing as well today in radio as they ever did.

### The talent cost trap

*Philip L. McHugh, radio-tv vice president, Campbell-Ewald, Detroit, addressing the Atlanta Advertising Institute April 27:*

Some real method [is needed] for developing new, young personalities to increase today's scarce talent pool and to replace tv personalities now in declining stages of viewer popularity. Tv audience increases from here on will follow a population growth pattern and network time costs should reflect this stability. However, talent and new ideas are so scarce and getting scarcer, that the advertiser's agency must work harder than ever before to deliver a quality program without being trapped by talent costs that won't fit into the advertiser's budget.

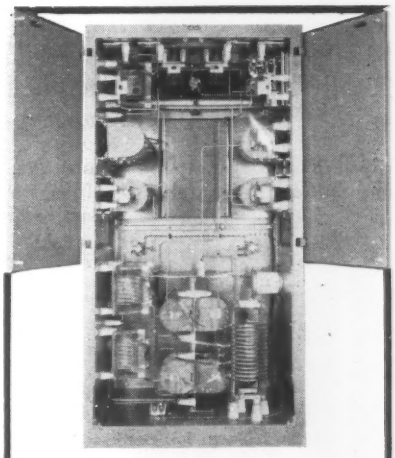
### Instant truth

*Matthew J. Culligan, executive vice president in charge of NBC Radio, speaking at the U. of Florida, Gainesville, April 27:*

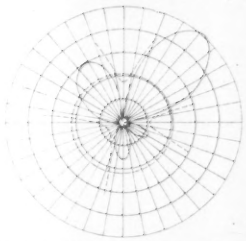
There are many similarities between print and broadcast journalism. It is, however, in the way the reporter communicates truth to the world that print and broadcasting differ most sharply. Whereas the print journalist can take hours, even days, to collect, evaluate and write his facts, the broadcast journalist must do all of this sometimes on the spur of the moment. Like the difference between a time bomb and a proximity fuse, the print journalist explodes when he's ready; the broadcast journalist explodes on contact.

## The 'carny' pitch

Broadcast commercials drew criticism from Walter B. Cooper, chairman of the Advertising Ethics Committee, National Automobile Dealers Assn. He said "far too many announcers bark at me as if I were a crowd watching a sideshow at a carnival." This degrades product, manufacturer and seller alike, he contended. Mr. Cooper said people are beginning to think "the world's most blessed invention is the on-off switch." He ascribed this feeling to bad commercials rather than bad programming.

DEPENDABLE PATTERN CONTROL



*With Collins Directional Antenna Equipment*

Each Collins Directional Antenna Installation is custom designed and built to a broadcaster's individual specifications and coverage requirements. Variable independent phase and amplitude adjustments are provided for ease of tune-up — insure stable pattern control.

Collins Phasing Units are complete with antenna tuners, specially housed in waterproof cabinets if desired.

For dependable, easily maintained directional antenna equipment specify Collins — your one complete source for all broadcast needs.

For complete information call or write Collins Radio Company, Broadcast Sales Division, 315 Second Ave., S.E., Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS • DALLAS • BURBANK

# Station Authorizations, Applications

*As Compiled by* BROADCASTING

**April 23 through April 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.**

## Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

## Existing Tv Stations

### ACTIONS BY FCC

**KRON-TV, KGO-TV San Francisco, Calif.**—On petition by American Broadcasting-Paramount Theatres Inc., designated for consolidated hearing applications of KRON-TV to increase ant. height from 1480 to 2049 ft., and make changes in ant. system, and KGO-TV to increase ant. height from 1348 to 1811 ft., and change transmission line; denied petition by KRON-TV for immediate grant; made Dept. of Defense and Federal Aviation Agency parties to proceeding. Ann. April 29.

**KTNT-TV Tacoma, Wash.**—Granted waiver of Sec. 3.652 (a) to permit KTNT-TV to identify itself as Seattle as well as Tacoma. Ann. April 29.

**WTAP-TV Parkersburg, W.Va.**—Granted waiver of Sec. 3.652 (a) to permit WTAP-TV to identify itself as Marietta, Ohio, as well as Parkersburg. Ann. April 29.

## New Am Stations

### APPLICATIONS

**Blackshear, Ga.—Dixie Radio Inc.** 1310 kc, 1 kw D. P.O. address Box 723, Panama City, Fla. Estimated construction cost $8,188, first year operating cost $30,000, revenue $48,000. **Denver T. Brannen** (99.4%) has interest in WMRA Marianna, Fla. Dixie Radio Inc. is licensee of WCOA Pensacola and WDLP-AM-FM Panama City, both Florida. Ann. April 28.

**Honolulu, Hawaii — Casey Bcstg. Assoc.** 1090 kc, 1 kw. P.O. address % Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $23,660, first year operating cost $68,000, revenue $75,000. Equal partners **Alexander M.** and **Genevieve de Dampierre Casey,** have no other broadcast interests but have application pending for am station in Medford, Ore. Ann. April 27.

**Jackson, Miss.—John M. McLendon.** 1550 kc, 50 kw D, 10 kw N. P.O. address Box 197, Jackson. Estimated construction cost $172,080, first year operating cost $169,554, revenue $179,500. Sole owner John M. McLendon, owns KOKY Little Rock, Ark., KOKA Shreveport, La., WENN Bessemer, Ala., and has 50% interest in WNLA Indianola and WOKJ Jackson, both Mississippi. In event application is granted Mr. McLendon will sell all interest in WOKJ. Ann. April 28.

**Hammonton, N.J.—Rodio Radio.** 1320 kc, 500 w D. P.O. address R.F.D. 3, Hammonton. Estimated construction cost $14,738, first year operating cost $37,000, revenue $52,500. Applicants are **James N. Rodio** (60%), announcer at WFPG Atlantic City, N.J., and **James Rodio,** farmer. Ann. April 28.

**St. George, S.C.—Radio St. George.** 1300 kc, 500 w D. P.O. address 144 Broughton, S.W., Orangeburg, S.C. Estimated construction cost $15,835, first year operating cost $26,114, revenue $58,032. Equal one-third owners are **J. T. Greene III,** in radio-tv service business; and **Clarence Jones** and **Gus Browning,** partners in WBPD Orangeburg, S.C. Ann. April 28.

**Millington, Tenn.—Radio Millington Inc.** 1380 kc, 500 w D. P.O. address 5073 Navy Rd. Estimated construction cost $23,995, first year operating cost $30,000, revenue $40,000. Equal owners are **Woodrow W. Wages, Morris N. Raney, A. P. Hodges, Roy E. Dixon, Joe C. Matthews, W. S. Howard, Sam L. Rawls, Earl T. Griffin,** and **Curtis Person,** all Millington businessmen. Ann. April 29.

**Sonora, Tex.—Ward Bcstg. Co.** 1240 kc, 250 w D. P.O. address 1805 S. 8th St., Waco, Tex. Estimated construction cost $13,530, first year operating cost $20,000, revenue $28,000. Applicants are **Albert Ward** (66%) and **Rip Ward** (33%). Albert Ward is student at Baylor U. and Rip Ward is Sonora rancher. Ann. April 29.

**Wheeling, W.Va. — Radio Wheeling Inc.** 1470 kc, 500 w D. P.O. address % George Beneke, Riley Law Bldg., Wheeling. Estimated construction cost $22,765, first year operating cost $75,000, revenue $105,000. Applicants include **E. J. Flaccus** (50%) and **George F. Beneke** (47½%). Mr. Flaccus is in real estate, motor transportation, gas and oil distribution, and horse breeding. Mr. Beneke is attorney. Ann. April 22.

## Existing Am Stations

### ACTIONS BY FCC

**WZIP Covington, Ky.**—Granted increase of power from 250 w to 1 kw, continuing daytime operation on 1050 kc; remote control permitted. Ann. April 29.

**KJCF Festus, Mo.**—Granted (1) increase of power from 250 w to 50 kw, DA, and identify itself with St. Louis as well as Festus, continuing daytime operation on 1010 kc; engineering conditions. Ann. April 29.

**WDTV Christiansted, V.I.**—Designated for hearing application for additional time to construct station for which cp was issued in 1954. Ann. April 29.

### APPLICATIONS

**WTOR Torrington, Conn.**—Cp to change frequency from 1490 kc to 610 kc, increase power from 250 w to 1 kw, change ant.-trans. and studio location, install DA-2 changes in ground system and install new trans. Ann. April 29.

**WWNS Statesboro, Ga.**—Cp to increase daytime power from 250 w to 1 kw; install new trans. for daytime use (two main trans.) (1240 kc). Ann. April 27.

**WHTG Eatontown, N.J.**—Cp to increase power from 500 w to 5 kw and install new trans. (1410 kc). Ann. April 24.

**WFAR Farrell, Pa.**—Mod. of cp to change station location to Farrell-Sharon, Pa. Ann. April 24.

**WHGB Harrisburg, Pa.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sec. 3.188 (d) and sec. 3.28 (c) of rules.) (1400 kc.) Ann. April 29.

**WCOW Sparta, Wis.**—Cp to increase power from 1 kw to 5 kw and install new trans. (1290 kc). Ann. April 29.

**WIAC Santurce, P.R.**—Mod. of license to change station location to San Juan, P.R. Ann. April 23.

## New Fm Stations

### ACTIONS BY FCC

**Colorado Springs, Colo. — KVOR Inc.** Granted 92.9 mc, 1.35 kw. P.O. address 512 S. Tejon. Estimated construction cost $8,295, first year operating cost $6,000, revenue $10,000. Applicant owns KVOR Colorado Springs. Ann. April 29.

**Houston, Tex. — B-M-R Bcstg. Corp.** Granted 95.7 mc, 15.5 kw. P.O. address 5105 San Jacinto St., Houston. Estimated construction cost $22,600, first year operating cost $25,000, revenue $35,000. Owners are **T. A. Robinson Jr.,** realtor, etc. (50%), and **Bill S. Bruce** and **Betty Jane Mitchell,** advertising partners (each 25%). Ann. April 29.

**Houston, Tex.—McLendon Corp.** Granted 100.3 mc, 16.5 kw. P.O. address 2104 Jackson St., Dallas. Estimated construction cost $33,000, first year operating cost $15,000, revenue $15,000. Applicant owns KILT Houston, KLIF Dallas, KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La. Ann. April 29.

**Houston, Tex.—Texas Fine Music Bcstrs. Inc.** Granted 104.1 mc, 40 kw. P.O. address 647 Texas National Bank Building, Houston 2. Estimated construction cost $32,512, first year operating cost $32,700, revenue $48,000. Applicants include **Ellis W. Gilbert** (35%) general manager KTRH-FM Houston; **Herbert W. Peterson Jr.** (35%) KTRH-FM announcer; **W. Scott Red** (10%) attorney; **W. Chester Wrye Jr.** (10%) and others. Ann. April 29.

**Waco, Tex.—Music Unlimited Inc.** Granted 95.5 mc, 3.2 kw. P.O. address 418 Franklin Ave. Estimated construction cost $15,175, first year operating cost $7,800, revenue $10,600. Applicants are **James C. Cook** (40%) owner radio-tv sales and service outfit; **Bill B. English** (40%) **John W. Fulbright** (10%) attorney, and **Charles F. Koehne Jr.** (10%) attorney. Ann. April 29.

***Williamsburg, Va.—College of William and Mary in Virginia.** Granted 89.1 mc, 0.0032 kw. P.O. address Williamsburg, Va. Estimated construction cost $5,550, first year operating cost $1,200. Ann. April 29.

### APPLICATIONS

**York, Pa.—Hi-Fi Bcstg. Co.** 98.5 mc, 8 kw. P.O. address 628 North West St., York. Estimated construction cost $750, first year operating cost $18,000, revenue $28,000. Equal partners are **William F. Mahoney,** employe WGCB Red Lion, Pa., and **Curvin W. Altland,** operator Valencia Ballroom, York. Ann. April 23.

**Milwaukee, Wis.—Milwaukee Bcstg. Co.** 99.1 mc, 25 kw. P.O. address 1701 W. Wisconsin Ave., Milwaukee 3. Estimated construction cost $22,141. Applicant owns WEMR Milwaukee. Ann. April 23.

## Existing Fm Stations

### ACTION BY FCC

**KCRA-FM Sacramento, Calif.** — Granted cp to increase ERP from 11 kw to 450 kw, increase ant. height from 380 ft. to 390 ft., and change trans. site and ant. system, continuing operation on 96.1 mc. Ann. April 29.

### APPLICATION

**WKIC-FM Hazard, Ky.**—Cp to change frequency from 96.5 mc, to 94.1 mc. Ann. April 28.

## Ownership Changes

### ACTIONS BY FCC

**WJHB Talladega, Ala.**—Granted transfer of negative control from **Ned Butler** and wife through sale of 50% stock to **William Tyler** (interest in KOME Tulsa, Okla.) for $6,000. Ann. April 29.

**KINY-AM-TV Juneau, Alaska.**—Granted assignment of licenses to **Juneau Bcstrs. Inc.** (**Jerry W. McKinley,** president); consideration $80,000. Ann. April 29.

**KFIV Modesto, Calif.** — Granted transfer of control from **Ruth W. Finley,** et al., to **K-FIV Inc.** (**A. J. Krisik,** president, has interest in KNGS Hanford, Calif.); consideration $102,886 and agreement that transferors not compete in Stanislaus County for five years. Ann. April 29.

**KROW Oakland, Calif.** — Granted assignment of licenses to **McLendon Pacific Corp.** (**McLendon Corp.** owns KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas, WAKY Louisville, Ky., and KEEL Shreveport, La.); consideration $800,000. Comr. Bartley dissented. Ann. April 29.

**KWBY Colorado Springs, Colo.**—Granted assignment of license and cp to **Hill-Smith Bcstg. Inc.** (owned by KWHK Inc., KWHK Hutchinson, Kan.); consideration $120,000, subject to certain adjustments. Ann. April 29.

**KEOK Payette, Idaho**—Granted assignment of license to **A. V. Bamford** (interest in KMOP Tucson, Ariz., KHOK Golden, Colo., and KHEY El Paso, Tex.), **Everett S.** and **Rosemary Graham,** d/b **Treasure Valley Bcstrs.**; consideration $16,493. Ann. April 29.

**WMBC Macon, Miss., The Confederate Bcstg. Co. Inc.**—Granted transfer of negative control from **Ned Butler** and wife through sale of 50% stock to **William Tyler** (interest in KOME Tulsa, Okla.) for $6,000. Ann. April 29.

**KJCF Festus, Mo.**—Granted assignment of license from **Donald M. Donze** to **Garrett Bcstg. Inc.**; consideration $51,500 plus agreement to employ Mr. Donze ($200 weekly) and Russell Seals ($200 weekly) as radio time salesman and chief engineer for not longer than 52 weeks. Ann. April 29.

**KLIK Jefferson City, Mo.**—Granted assignment of license to **KLIK Bcstg. Inc.** (**Oscar K. Fine,** president, and others have interest in KFEQ-AM-TV St. Joseph, Mo.; **T. M. Nelson,** exec. vp, has interest in WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio); consideration $183,750. Ann. April 29.

**KNIM Maryville, Mo.** — Granted assign-

ment of license to **Roger** and **Zoe Moyer,** d/b as **Clark Bcstg. Co.**; Roger and Keith Moyer, brothers, own WTIM Taylorville, Ill.; consideration $47,250. Ann. April 29.

**WTNJ Trenton, N.J.**—Granted assignment of license to **Delaware Valley Bcstg. Co. (Edward L. Cossman,** president); consideration $200,000. Ann. April 29.

**WOLF Syracuse, N.Y.**—Granted transfer of control from **T. Sherman Marshall,** et al., to **Ivy Bcstg. Inc. (Ellis R. Erdman,** president, has interest in WTKO Ithaca, N.Y.; WSKI Montpelier, Vt., and WACK Newark, N.J.; **George Abbott** has minority interest in WTKO); consideration $329,000. Ann. April 29.

**WSBR Warwick-East Greenwich, R.I.**—By memorandum opinion and order, granted (1) transfer of control from **David L.** and **Anna F. Stackhouse** to **Milton E. Mitler** (WADK Newport); consideration $6,547 for out-of-pocket expenses, and (2) six months extension of time to complete station construction. Comr. Bartley issued dissenting statement. Ann. April 23.

**KAMQ Amarillo, Tex.** — Granted assignment of license to **David R. Worley,** et al., d/b as **KAMQ Bcstrs. Ltd.** (Worley and others have interest in KSEL Lubbock); consideration $158,000 plus lease of land for $280 a month for ten years with option to purchase. Ann. April 29.

**KANN Sinton, Tex.**—Granted assignment of license and cp to **Southern Bcstg. Corp.**; consideration $70,000 and agreement that assignor not compete for 10 years within 50 miles of Sinton. Ann. April 29.

**WJWS South Hill, Va.**—Granted acquisition of positive control by **W. B. Hofler** (now 33% owner) through purchase of additional 52.3% interest from **R. L. Wallace,** et al., for $26,250. Ann. April 29.

## APPLICATIONS

**KIVA (TV) Yuma, Ariz.**—Seeks transfer of control of **Valley Telecasting Co.** from **Harry C. Butcher** to **Electro Investors Inc.** for assumption of $241,000 bank debt, and 25% interest in Electro. **Floyd B. Odlum** owns 67% of Electro. Mr. Odlum is director of Walt Disney Productions. Ann. April 23.

**KWYN Wynne, Ark.**—Seeks transfer of control of 10% interest in **East Arkansas Bcstrs. Inc.** from **Thompson B. Murray Jr.** and **Luther V. Pillow** (5% each) to **Hannah M. Raley** for $2,800. Ann. April 29.

**KDOG La Habra, Calif.**—Seeks assignment of license from **William E. Clark** to **Hi-Fi Bcstrs. Inc.** for $3,600. Applicants include **Cliff Gill** (55%), **Daniel Russell** (15%) and others. Messrs. Gill and Russell have interest in KEZY Anaheim, Calif. Ann. April 28.

**WMOK Metropolis, Ill.**—Seeks transfer of control of **Fort Massac Bcstg. Co.** through transfer of interest held by **James H.** (16%) and **Elva M. Firmin** (8%) to present partners: **Walter H. Firmin, William R. Tiner, Noah J. Korte, S. F. Chase, Bernard Lurie, Don M. Park, Robert V. Gillespie, Eddie Clark** and **J. B. Humma.** After transfer, each will own approximately 12%. Mrs. Firmin received $2,750 for her interest. No consideration involved for Mr. Firmin's interest. Ann. April 27.

**WABW Annapolis, Md.**—Seeks transfer of control of half of present 100% interest owned by **Max Reznick** in **WASL Bcstg. Inc.** to **Morris Silberman** for $5,000. Mr. Silberman is Washington, D.C. businessman. Ann. April 29.

**WOIA Saline, Mich.**—Seeks assignment of license from **Saline Bcstg. Inc.** to **Lester Bcstg. Corp.** for $85,000 less balance due on $20,000 mortgage. Applicant **Herbert W. Lester** is former WJR Detroit salesman. Ann. April 23.

**KXLO Lewistown, Mont.**—Seeks assignment of license from **Asger Mikkelsen** to **Marlin T. Obie** for $120,000. Mr. Obie had minority interest in KWAD Wadena, Minn. Ann. April 27.

**WBNC Conway, N.H.**—Seeks assignment of license from **William R. Sweeney** to **North County Radio Inc.,** wholly owned by Mr. Sweeney. No consideration involved. Ann. April 27.

**WWSC Glens Falls, N.Y.**—Seeks assignment of license from **Great Northern Radio Inc.** to **Normandy Bcstg. Corp.** for $142,000. **Martin Karig,** present owner also has agreed to not compete for seven years, for which he will receive $56,000. Purchaser is **John B. Lynch.** Mr. Lynch is in paper and pulp business. Ann. April 28.

**WALY Herkimer, N.Y.**—Seeks transfer of control of **WALY Inc.** from **Louis Adelman, Norman E. Jorgenson** and **Seymour Krieger** to **Richard K. Thorman** and **George A. Baker** (33.33% each) for $75,000. Applicants are employes of National Academy of Science, Washington, D.C. Ann. April 29.

**WRNY Rome, N.Y.**—Seeks assignment of cp from **Rome Community Bcstg. Co.** to **WRNY Inc.** for $9,582 and 25% of stock in assignee. Applicants include present partners **Philip S.** and **Joseph A. Marturano** (12½% each), **William C. Goodlett** (10%), **Haut's Cookie Shops Inc. of New York,** (10%) and **Olean Bcstg. Corp.** (55%). Olean Bcstg. Corp. is licensee of WMNS Olean and WIPS Ticonderoga, both New York. Mr. Goodlett is physician. Ann. April 23.

**WSOM (FM) Salem, Ohio**—Seeks assignment of license from **Russell C. Jones** to **Salem Bcstg. Co.** for $43,738. Salem is owned by **Mr. Jones, Leo R. Dixon, Norman J. Hughes, Norman J. Dixon** and **Anna A. Dixon** (18.33% each) and **Donald E. Dixon** (8.33%). All own interest in Hudix Music Systems, background music service. Ann. April 27.

**WERC-AM-FM Erie, Pa.**—Seeks assignment of license from **WERC Bcstg Co. (Joseph Brechner,** principal owner) to **Cleveland Bcstg. Co.** (WERC-AM-FM-TV Cleveland) for $270,000. Ann. April 24.

**WEJL Scranton, Pa.**—Seeks involuntary transfer of control of **Scranton Times** (copartnership) to **Edward J. Lynett** and **Edward J. Lynett** as executor of estate of **Elizabeth R. Lynett,** deceased. No consideration involved. Ann. April 23.

**WPIC-AM-FM Sharon, Pa.**—Seeks assignment of license from **Sharon Herald Bcstg. Co.** to its stockholders and assignment of license from stockholders **A. W. McDowell, John Fahnline Jr., George Heiges** and **Albert Heiges** to **Sharon Bcstg. Inc.** for $510,000. Purchasers are **William H. Rich** (47½%), **Alistair B. Martin** (27½%) and **Edwin A. Bernstein.** All have interest in WMGW Meadville, Pa. Ann. April 23.

**WSAI-AM-FM Cincinnati, Ohio** — Seeks transfer of control of **Gordon Bcstg. Co.** from **Sherwood R. Gordon** to **Consolidated Sun Ray Inc.** for $1,907,212. Applicant owns WPEN-AM-FM Philadelphia. Ann. April 27.

**KXII-TV Ardmore, Okla.**—Seeks assignment of cp from **John E. Riesen,** executor of estate of **John F. Easley,** deceased to **Texoma Bcstrs. Inc.** (75%) and **M. N. Botstick** (10%) (Riesen estate will retain 15% interest) for $141,666. Texoma is owned by **KWTX Bcstg. Co.** which owns KMTX-AM-TV Waco, Tex. and 50% of KBTX-TV Bryan, Tex. Mr. Bostick owns 9.1% of KWTX Bcstg. Co. Riesen estate owns KVSO Ardmore. Ann. April 24.

**WYNN Florence, S.C.**—Seeks assignment of license from **Twin Carolina Bcstg. Co. (Vernon H.** and **Virginia L. Baker)** to **WYNN Inc.** for $47,500. Applicant is **Joe Spiedel, III,** Wheeling, W. Va. farmer. Ann. April 27.

**KACT Andrews, Tex.**—Seeks assignment of license from **Clint Formby** to **KACT Radio Inc.,** with Mr. Formby as sole owner. No consideration involved. Ann. April 27.

**KNAL Victoria, Tex.**—Seeks assignment of license from **Victoria Broadcasting Inc.** to **Victoria Broadcasters Inc.** for $75,000. Applicants include **KWTX Bcstg. Co.** (78%) and **Milford N. Bostick** (21%). Mr. Bostick has interest in KWTX Bcstg. Co., and KBTX-TV Bryan, Tex., as individual. KWTX Bcstg. Co. owns KWTX-AM-TV Waco and has 50% interest in KBTX-TV Bryan, both Texas. Ann. April 23.

**WCOW Sparta, Wis.**—Seeks involuntary transfer of control of **Sparta Tomah Bcstg. Co.** from **Z. S. Rice,** deceased to **Vena H. Rice,** present 37% stockholder. After transfer, Mrs. Rice will own 74%. No consideration involved. Ann. April 24.

## Hearing Cases

### FINAL DECISION

By order, Commission (1) denied motion by Tucumcari Television Inc., to dismiss with prejudice its application for new tv translator station on ch. 70 in San Jon, N.M., to translate programs of station KFDA-TV (ch. 10) Amarillo, Tex., and (2) made effective immediately March 25 initial decision and denied Tucumcari application. Action April 23.

### INITIAL DECISIONS

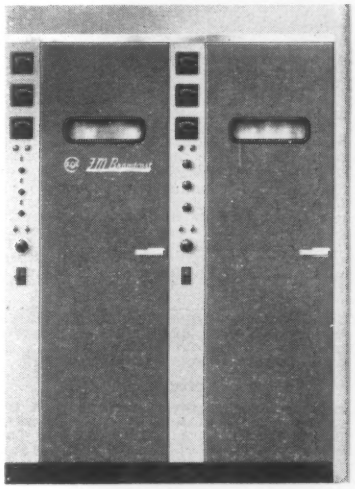
Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Venice-Nokomis Bcstg. Co. for new am station to operate on 1320 kc, 500 w, D, in Venice, Fla. Ann. April 27.

Hearing Examiner Forest L. McClenning issued initial decision looking toward (1) dismissing for default application of Falcon Bcstg. Co. for new class A fm station to operate on 107.1 mc in Vernon, Calif., and (2) granting application of Sierra Madre Bcstg. Co. for similar station in Sierra Madre, Calif. Ann. April 24.

### OTHER ACTIONS

By order, pursuant to Jan. 29 remand by U.S. Court of Appeals, Commission reopened record and designated for further hearing Beaumont, Tex., ch. 6 proceeding, Chairman Doerfer concurred in result; Comr. Bartley not participating; Comrs.


Equipping a Radio Station?



New RCA 5 KW FM Transmitter Designed for Multiplexing

A "Direct FM" system plus many other outstanding performance features such as built-in remote control provisions and screen voltage power output control, make the BTF-5B today's best FM transmitter buy. Its 5000-watt power output provides adequate coverage of a multiplex channel and improved coverage for conventional operation. New Exciter, Type BTE-10B, uses "Direct FM" modulator circuits, thus fewer tubes are required. Whatever your equipment needs—SEE RCA FIRST!

Or write for descriptive literature to RCA, Dept. T-22 Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

Ford and Cross absent. Commission decisions of Aug. 4, 1954 and April 16, 1958 granted application of Beaumont Bcstg. Corp. for new tv station (KFDM-TV) to operate on ch. 6 in Beaumont and denied competing application of The Enterprise Co. Ann. April 29.

By memorandum opinion and order, Commission denied petition by Federal Communications Bar Association to postpone from May 16 to June 15 effective date of amendments to Part I of procedure rules adopted by report and order of April 8 which set fourth new procedure for processing am applications and established new "cut-off" dates determining time and order in which these applications will receive consideration. Comr. Craven dissented. Ann. April 29.

By memorandum opinion and order, Commission amended hearing issues to except application of KTAG Associates (KTAG-TV), Lake Charles, La., from air hazard consideration imposed on other applicants in Lake Charles-Lafayette, La., tv ch. 3 comparative proceeding. In so doing, it denied various pleadings of three of four applicants. Ann. April 29.

By letter, Commission waived sect. 3.651 (c) and extended for six months from April 15 temporary authority to the Chicago Educational Television Association (WTTW ch. 11), Chicago, Ill., to utilize aural trans. of its station to transmit stereophonic sound broadcasts in conjunction with station WFMT-FM Chicago. Ann. April 29.

Commission scheduled following am proceedings for oral argument on May 21: Birch Bay Bcstg. Co., Blaine, Wash.; and Hardin County Bcstg. Co., Silsbee, Tex.

Commission on April 29 instructed its staff to prepare order reopening record and designating for further hearing on matters specified by U.S. Court of Appeals in remanding Biloxi, Miss., ch. 13 cases to Commission. (Decision of Aug. 6, 1957 granted application of Radio Associates Inc., for new tv station to operate on ch. 13 in Biloxi and denied competing application of WLOX Bcstg. Co.)

**William Parmer Fuller, III, Salt Lake City, Utah; Kanab Bcstg. Co. Kanab, Utah; Inland Empire Bcstg. Co. Price, Utah; KVNU Logan, Utah**—Designated for consolidated hearing applications of Fuller, Kanab and Inland for new am stations—Fuller and Kanab to operate on 630 kc, 1 kw, D—Fuller with DA-D—Inland to operate on 600 kc, 1 kw, D, and KVNU to increase daytime power from 1 kw to 5 kw, continuing operation on 610 kc, 1 kw-N, DA-N; made KSTR Grand Junction, Colo., KCLS Flagstaff, Ariz., and KSUB Cedar City, Utah, parties to proceeding; denied requests by Inland and Kanab for an extension of time to reply to Feb. 18 309 (b) letter. Ann. April 29.

## Routine Roundup

Following its annual practice, Commission will schedule no hearings or oral arguments during August, in which month it will hold but one meeting (Saturday, August 1). This summer recess is convenient to vacationing and other planning by those who do business with Commission. Different Commissioners will be present in August to act as Motions Commissioners, handle emergency matters and expedite Commission's routine business. Ann. April 29.

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 29

| | ON AIR | | CP | TOTAL APPLICATIONS |
|---|---|---|---|---|
| | Lic. | Cps | Not on air | For new stations |
| AM | 3,321 | 35 | 121 | 664 |
| FM | 563 | 39 | 142 | 79 |
| TV | 455[1] | 67 | 104 | 105 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 29

| | VHF | UHF | TOTAL |
|---|---|---|---|
| Commercial | 440 | 82 | 522[3] |
| Non-commercial | 33 | 9 | 42[4] |

## COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,313 | 562 | 450[1] |
| CPs on air (new stations) | 31 | 32 | 67[2] |
| CPs not on the air (new stations) | 123 | 141 | 104 |
| Total authorized stations | 3,467 | 735 | 667 |
| Applications for new stations (not in hearing) | 496 | 49 | 42 |
| Applications for new stations (in hearing) | 146 | 23 | 61 |
| Total applications for new stations | 642 | 72 | 103 |
| Applications for major changes (not in hearing) | 535 | 38 | 41 |
| Applications for major changes (in hearing) | 48 | 0 | 15 |
| Total applications for major changes | 583 | 38 | 56 |
| Licenses deleted | 0 | 0 | 0 |
| CPs deleted | 0 | 0 | 2 |

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

### BROADCAST ACTIONS

**By Broadcast Bureau**

**Actions of April 24**

**WBNC Conway, N.H.**—Granted assignment of license to **North Country Radio Inc.**

**WHOT, WRED (FM) Campbell and Youngstown, Ohio**—Granted assignment of license and cp to WHOT Inc.; and assignment of cp to WHOT Inc.

**KFBI Wichita, Kans.**—Granted cp to install new trans. as auxiliary trans. daytime and alternate trans. nighttime at present main trans. site.

**WCMR Elkhart, Ind.**—Granted mod. of cp to make changes in DA pattern.

**KGB-FM San Diego, Calif.**—Granted change of remote control authority.

**Actions of April 23**

**WDSG Dyersburg, Tenn.**—Granted acquisition of positive control by **Robert William** and **Jo Ann Ward** through purchase of stock from **Russell M. D. Bruce.**

**WFSC Franklin, N.C.**—Granted assignment of license and cp to **Gertrude S. Taylor,** executrix of the estate of Graves Taylor, deceased, and **Henry G. Bartol,** d/b **Macon County Bcstrs.**

**KLOV Loveland, Colo.**—Granted assignment of license to **Regional Bcstg. Corp.**

**KLIF Dallas, Tex.**—Granted license covering increase in daytime power; specify two site operation; make changes in daytime DA system and ground system and installation new trans. for daytime use (change type trans.).

**WLAV Grand Rapids, Mich.**—Granted cp to install new trans. to be used as auxiliary trans.

**KMBL Junction, Tex.**—Granted cp to install new trans.

**WCLM (FM) Chicago, Ill.**—Granted cp to increase ERP to 60 kw, and make changes in transmitting equipment.

**KANN Sinton, Tex.**—Granted cp to replace expired permit which authorized change hours of operation from daytime to unl. using power of 500 w N and 1 kw D and change from employing DA-D to DA-2 and make changes in ground system.

**WGR-TV Buffalo, N.Y.**—Granted cp to change aur. ERP to 60.3 kw; trans. location; make changes in ant. system and other equipment; ant. 690 ft. (main trans. & ant.); and change trans. location (new main trans. site) and changes in equipment (aux. trans.).

**WDRC-FM Hartford, Conn.**—Granted mod. of cp to change type ant. and trans.; remote control permitted; waived sect. 3.205 of rules to permit main studio to be located at 869 Blue Hills Ave., Bloomfield, Conn.

**WYNS (FM) Towson, Md.**—Granted mod. of cp to change type trans.; condition.

Following stations were granted extensions of completion dates as shown: WTUP Tupelo, Miss. to July 20; WKVT Brattleboro, Vt. to Sept. 1; WSPD-TV Toledo, Ohio (main trans. & ant. & aux. trans.) to Nov. 2; WBAL-TV Baltimore, Md. (main trans. & ant.) to Nov. 1; WMAR-TV Baltimore, Md. (main trans. & ant.) to Aug. 5; WGTE-TV Toledo, Ohio to July 27.

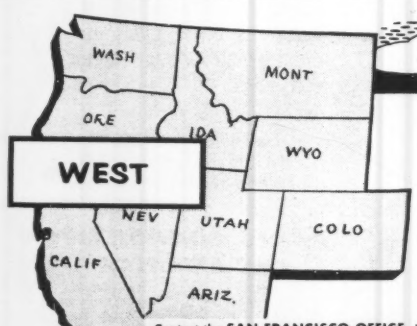
**Actions of April 22**

**KHOB Hobbs, N.M.**—Granted acquisition of negative control by each **Quenton K.** and **Elouise Crandall** and **Charles R.** and **Nell R. Scott** through sale of stock by **Helen F. Orr, Charlie D.** and **Billie O. Shaw** to licensee.

**WBEL South Beloit, Ill.**—Granted acquisition of positive control by **Russell G. Salter** through purchase of stock from **Lloyd Burlingham.**

**WTIC-TV Hartford, Conn.**—Granted license for tv station and specify studio location.

**KNDI Honolulu, Hawaii**—Granted mod.


RADIO STATION

NATION-WIDE
NEGOTIATIONS · FINANCING · APPRAISALS

Excellent living conditions — real potential—$150,000 total consideration—$35,000 down —balance over five or six years.

SOUTHERN CALIFORNIA

Contact the SAN FRANCISCO OFFICE, 111 Sutter St., EXbrook 2-5671, or the office nearest you

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

BROKERS · RADIO AND TELEVISION STATIONS · NEWSPAPERS

• CHICAGO { Tribune Tower / DElaware 7-2754 • DALLAS { 1511 Bryan St. / Riverside 8-1175 • WASHINGTON, D. C. { 1737 De Sales St. N. W. / EXecutive 3-3456

# PROFESSIONAL CARDS

**JANSKY & BAILEY INC.**
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
*Member AFCCE*

**JAMES C. McNARY**
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE*

—Established 1926—
**PAUL GODLEY CO.**
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
*Member AFCCE*

**GEORGE C. DAVIS**
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
*Member AFCCE*

**Commercial Radio Equip. Co.**
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-131
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
*Member AFCCE*

**A. D. Ring & Associates**
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE*

**GAUTNEY & JONES**
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE*

**Lohnes & Culver**
Munsey Building District 7-8215
Washington 4, D. C.
*Member AFCCE*

**RUSSELL P. MAY**
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
*Member AFCCE*

**L. H. Carr & Associates**
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
*Member AFCCE*

**KEAR & KENNEDY**
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE*

**A. EARL CULLUM, JR.**
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
*Member AFCCE*

**GUY C. HUTCHESON**
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**SILLIMAN, MOFFET & ROHRER**
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE*

**LYNNE C. SMEBY**
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

**GEO. P. ADAIR ENG. CO.**
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
*Member AFCCE*

**WALTER F. KEAN**
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St.—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
*Member AFCCE*

**HAMMETT & EDISON**
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

**JOHN B. HEFFELFINGER**
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

**Vandivere & Cohen**
Consulting Electronic Engineers
617 Albee Bldg. Executive 3-4616
1426 G St., N. W.
Washington 5, D. C.
*Member AFCCE*

**CARL E. SMITH**
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
*Member AFCCE*

**J. G. ROUNTREE**
CONSULTING ENGINEER
5622 DYER STREET
EMERSON 3-3266
DALLAS 6, TEXAS

**VIR N. JAMES**
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

**JOHN H. MULLANEY**
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

**A. E. Towne Assocs., Inc.**
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

**PETE JOHNSON**
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

**MERL SAXON**
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

# Service Directory

**FREQUENCY MEASUREMENT**
AM-FM-TV
WLAK Electronics Service, Inc.
P.O. Box 1211, Lakeland, Florida
Mutual 2-1431 5-5544

**NUGENT SHARP**
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
DIstrict 7-4443

**COMMERCIAL RADIO Monitoring Company**
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

**CAMBRIDGE CRYSTALS**
**PRECISION FREQUENCY MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

**COLLECTIONS**
For the Industry
ALL OVER THE WORLD
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

**SPOT YOUR FIRM'S NAME HERE,**
To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

of cp to change ant.-trans. location; studio location from 2424 Kalakawi Ave., Honolulu, Hawaii "to be determined", Honolulu, and specify remote control point as "to be determined", Honolulu.

**WBRK Pittsfield, Mass.**—Granted mod. of cp to make changes in ant. system (decrease height).

**WHRW Bowling Green, Ohio**—Granted mod. of cp to change ant.-trans. location; make changes in DA and ground systems; conditions.

Following stations were granted extensions of completion dates as shown: WHRW Bowling Green, Ohio to July 31; WNBQ (TV) Chicago, Ill. (main trans. & ant. & aux. trans.) to June 12.

### Actions of April 21

**WMVB Millville, N.J.**—Granted acquisition of negative control by **Fred M. Wood** through purchase of stock from **Harwood L. Knorr.**

**—WDXR Paducah, Ky.**—Granted license for am station and specify studio location and type trans.

**KVOS Bellingham, Wash.**—Granted mod. of license to operate trans. by remote control, using DA-N; conditions.

**KUBC Montrose, Colo.**—Granted mod. of license to operate main trans. by remote control using DA-N; conditions.

**WCMR Elkhart, Ind.**—Granted cp to replace expired permit which authorized increase in power; install new trans. and make changes in DA and ground systems.

**KLTI Longview, Tex.**—Granted authority to sign-off at 6:30 p.m., CST, for period ending Aug. 31.

**KUEN Wenatchee, Wash.**—Granted authority to sign-off at 6 p.m., for period ending Sept. 30.

**WCNX Middletown, Conn.**—Granted authority to sign-off at 6 p.m., EST, for period May 1 through Aug. 31.

**WTRB Ripley, Tenn.**—Granted mod. of cp to change type trans.

**WLES Lawrenceville, Va.**—Granted mod. of cp to change ant.-trans. location and make changes in ground and ant. systems; conditions.

Following stations were granted extensions of completion dates as shown: WDVL Vineland, N.J., to May 31; WLES Lawrenceville, Va., to Aug. 1; WFAR Farrell, Pa., to Aug. 24, and WREA East Palatka, Fla., to Oct. 1.

### Actions of April 20

**KOTE Fergus Falls, Minn.**—Granted relinquishment of positive control by **Carroll E. Crawford** through sale of stock to **Kingsley H. Murphy Jr.**

**KLFD Litchfield, Minn.**—Granted license for am station and specify studio location and remote control point.

**KDOM Windom, Minn.**—Granted license for am station.

**WLBR Lebanon, Pa.**—Granted license covering installation of new type trans.

**WHOS-FM Decatur, Ala.**—Granted license covering change in frequency, studio location and remote control point, and type ant.

**WRTI-FM Philadelphia, Pa.**—Granted license covering increase in ERP, specify ant. height, installation new trans., changes in ant. system; remote control permitted.

**KFMY (FM) Eugene, Ore.**—Granted license for fm station.

**WKAM Goshen, Ind.** — Granted license covering increase in power and changes in transmitting equipment.

**KLAD Klamath Falls, Ore.**—Granted license covering changes in facilities, installation new trans. and changes in ant. and ground systems.

**WPLM Plymouth, Mass.**—Granted mod. of cp to change ant.-trans. and studio locations (same city).

**WGRC Green Cove Springs, Fla.**—Granted mod. of cp to make changes in ant. and ground systems (decrease height) and change type trans.

## ACTIONS ON MOTIONS

### By Commissioner Frederick W. Ford

Granted petition by Broadcast Bureau for extension of time to April 27 to file exceptions to initial decision in proceeding on applications of Fox Valley Bcstg. Co. and Logansport Bcstg. Corp., for am facilities in Geneva and Aurora-Batavia, both Illinois. Action April 22.

Granted petition by Broadcast Bureau for extension of time to April 27 to file responsive pleadings to motion by Camden Bcstg. Inc., Providence, R.I., to enlarge issues in proceeding on its am application, et al. Action April 22.

Granted petition by Broadcast Bureau for extension of time to April 27 to file responsive pleadings to petition by Herman Handloff, Newark, Del., to clarify or enlarge issues in proceeding on his am application, et al. Action April 22.

### By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing on June 30 am applications of Clarence E. Wilson and Permian Basin Radio Corp. (KHOB), both Hobbs, N.M.; Goleta Bcstg. Associates, Goleta, Calif., and Bert Williamson and Lester W. Spillane, co-partnership, Santa Barbara, Calif. Action April 27.

Dismissed as moot proceeding which had been instituted to determine whether operation of Capitol Bcstg. Co. (TV station WJTV), in Jackson, Miss., on ch. 12 should be modified to extent necessary to permit experimental operation by Supreme Bcstg. Inc., on ch. 12 in New Orleans, La. Action April 24.

Granted petition by Mildred Flanigan, executrix of estate of J. J. Flanigan for dismissal without prejudice of J. J. Flanigan's application for am facilities in Fontana, Calif., and retained in hearing status remaining applications in consolidation. Action April 22.

Granted request by Vernon G. Ludwig for dismissal of his application for am facilities in Benson, Ariz., and application is dismissed with prejudice; retained in hearing status application of Pan American Radio Corp., for am facilities in Tucson, Ariz. Action April 22.

Scheduled hearings on dates shown in following proceedings: June 17—Bamray Bcstg. Co., Top Bcstrs. Inc., and Natalia Bcstg. Co., for am facilities in San Antonio and Natalia, Tex., Yakima Tele. Corp., et al., for new tv stations to operate on ch. 23 in Yakima, Wash.; June 23—am applications of Birney Imes Jr., West Memphis, Ark., et al., and Richard L. DeHart, Mountlake Terrace, Wash., et al. Action April 21.

Granted petition by Brinkley Bcstg. Co., for dismissal without prejudice of its application for am facilities in Brinkley, Ark., and retained in hearing status am application of Tri-County Bcstg. Co., Brinkley. Action April 20.

Ordered People's Bcstg. Corp. (WNAX), Yankton, S.D., protestant, and Fall River Bcstg. Corp., applicant for new am station (KOBH) in Hot Springs, S.D., to file within 10 days affidavit as to whether consideration of any kind was received by either of them in connection with dismissal of WNAX protest or in any phase of proceeding. Action April 20.

### By Hearing Examiner J. D. Bond

Afforded parties five days to file written objections to additional transcript corrections ordered upon examiner's initiative in proceeding on applications of Capitol Bcstg. Co. and W. A. Pomeroy for am facilities in East Lansing and Tawas City-East Tawas, both Michigan. Action April 27.

Granted further request for postponement of proceedings by Wilson Bcstg. Corp., to extent that dates for further procedural steps in New Bedford, Mass., tv ch 6 proceeding are postponed to such dates as may be fixed by subsequent order after Commission action on pending pleadings, and ordered that for purposes of appeal effective date of this order shall be April 23. Action April 22.

### By Hearing Examiner Basil P. Cooper

Granted petition by Intrastate Bcstrs. for leave to amend its application for am facilities in Pomona, Calif., to change proposed directional array, and supplement to that petition to correct typographical error, and application, as amended, will remain in hearing status and evidentiary hearing will be held on May 6. Action April 24.

### By Hearing Examiner Thomas H. Donahue

Upon oral request of counsel for Pan American Radio Corp., Tucson, Ariz., and with consent of Broadcast Bureau, extended to April 28 time for filing response to petition of Broadcast Bureau to place Pan American application in pending file and for issuance of limited initial decision. Action April 27.

Upon oral request of Southland Communications Co., Anaheim, Calif., and with consent of all other parties, ordered that time for exchanging applicants' direct engineering testimony and related exhibits is extended from April 24 to May 1 in am proceeding. Action April 24.

Denied motion for leave to file statement by KEED Inc., and refused to accept its statement concerning an assertion in reply filing by Liberty Television Inc., in Eugene, Ore., tv ch. 9 proceeding. Action April 23.

Granted motion by Pan American Radio Corp. for extension of time to April 27 to file response to Broadcast Bureau's petition to place Pan American's application in pending file and for issuance of limited initial decision in proceeding on applications of Pan American and Vernon G. Ludwig for am facilities in Tucson and Benson, both Arizona. Action April 22.

### By Hearing Examiner Charles J. Frederick

Granted petition by WMGM Bcstg. Corp. for extension of time from April 22 to date five days after examiner acts on WMGM's petition for leave to amend its application to file further findings and conclusions, and that two weeks after WMGM files its further proposed findings, reply findings and conclusions from each of applicants and of Broadcast Bureau will be due in proceeding on WMGM's application and that of Newark Bcstg. Corp., for fm facilities in Newark, N.J., and New York, N.Y. Action April 22.

Opened record for purpose of hearing oral argument on WMGM's petition to amend its application and scheduled oral argument for 9 a.m., May 4. Action April 23.

### By Hearing Examiner Millard F. French

Upon oral request of counsel for Rev. Haldane James Duff, ordered that date for exchange of exhibits is extended from April 22 to May 6 in proceeding on his application and that of Northwest Bcstrs. Inc., for am facilities in Bellevue and Seattle, both Washington. Action April 22.

### By Hearing Examiner Isadore A. Honig

Issued order following prehearing conference in proceeding on am applications of Voice of the New South Inc. (WNSL), and Southland Bcstg. Co. (WLAU), both Laurel, Mississippi, formalizing certain agreements, and continued hearing from May 26 to June 16. Action April 27.

On own motion, scheduled prehearing conference for May 21 in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash., et al. Action April 24.

Granted petition by Old Belt Bcstg. Corp. (WJWS), South Hill, Va., for leave to amend its am application so as to specify operation on 1370 kc with 5 kw power in lieu of 1280 kc with 5 kw power, and application as amended is removed from hearing; retained in hearing status application of John Laurino for am facilities in Scotland Neck, N.C. Action April 22.

Granted petition by the Broadcast Bureau for extension of time from April 23 to April 30 to file replies to proposed findings and conclusions in proceeding on applications


ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

# CLASSIFIED ADVERTISEMENTS

*(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)*

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc, sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

#### Management

**Station manager,** for regional station in New England. Competitive market that needs good programming ideas. Must be able to handle national sales. Immediate opening. Send background and references. Box 719K, BROADCASTING.

**Need assistant manager** for station in market of 50,000, within 175 miles of New York City. Require family man with car, recent announcing and sales experience. $6,000 a year plus expense account and override. Eventual full managership certain. Send tape, photo and resume immediately. Box 750K, BROADCASTING.

**Sales manager.** Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

**Station manager wanted**—for New York state regional. Contact A. D., Room 508, 66 Court Street, Brooklyn, New York.

**Station execs**—increase your air personnel's rating, selling power. Order "Radiomanship Guide" by top market announcers and agency personnel. $2.00. DeBu Features, 20 E. Huron Street, Chicago, Illinois.

#### Sales

**Wanted:** Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

**Sales opportunity.** 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

**Wanted:** Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

**Seasoned salesman.** Relocate in Florida metropolitan market. Station has excellent ratings. Owned by expanding chain, with executive jobs open on proof of performance. Hospitalization. Paid vacations. Bonus for producers. Include billing figures on current or last job, resume and references. Box 564K, BROADCASTING.

**Two qualified salesmen** wanted by west coast independent. Station will pay RERB registration fee. Box 635K, BROADCASTING.

**Sales opportunity** available in long established, mid-Atlantic regional network station. Married, 26-40. Previous experience. Send photo and resume. Box 654K, BROADCASTING.

**Salesman wanted by** small market Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 731K, BROADCASTING.

**Sales manager** upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

**Texas single market** station seeking aggressive salesman with substantial small market background including announcing. $100.00 week. References, experience, tape in first letter. All applicants answered. Box 765K, BROADCASTING.

### Help Wanted—(Cont'd)

#### Sales

**Wanted:** Sales manager for 1 kw am station in good competitive midwest market. Age to 30 years. Sales and commission to $10,000 and possible to make more. Send photo, record of experience and references to Box 777K, BROADCASTING.

**Central N.C.** thousand-watt daytimer needs experienced salesman. Box 781K, BROADCASTING.

**Radio salesmen** who are not earning enough money. Be your own boss. Earn $300-$500 per week selling our singing commercials and program features to radio stations. Protected territory. Straight commission. We train. Must be willing to travel extensively. Must come to Washington at own expense for one week training, if accepted. Send resume, picture, Post Office Box 186, Washington, D.C.

**California,** KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

**Need experienced** salesman-announcer. $75 per week plus commission. 5 kw CBS station, new building, ideal working conditions. Send tape, picture, and application to KOLT, Scottsbluff, Nebraska.

**Wanted, area salesman,** $100.00 week plus commission. Must be an energetic worker with proven sales record. Contact WIZZ, Streator, Illinois.

**Sales manager wanted** 5 kw. Write Art Tacker, WTYM, Springfield, Mass.

#### Announcers

**New south Florida** station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

**Opportunity** for married staff announcer. Send resume. ABC network, Texas. Box 574K, BROADCASTING.

**Ohio. medium market** within 30 miles of Cleveland. Salary commensurate with experience. Send tape-resume to Box 616K, BROADCASTING.

**Country and western dj** opportunity with west coast independent. Station will pay RERB registration fee. Box 636K, BROADCASTING.

**Pennsylvania chain** looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

**Experienced fast-paced** top-air salesman needed by New Mexico daytime indie. Send tape, photo, experience, and salary requirements to Box 713K, BROADCASTING.

**Honest criticism** of your announcing on your tape by chief announcer radio-tv station. Twenty years experience. Fee five dollars. Box 718K, BROADCASTING.

**Eastern chain** needs experienced men. $90 to start, regular raises. Require smooth and enthusiastic professionals. Personal interview also necessary, but first send tape and resume. Box 751K, BROADCASTING.

**Announcer** for Pennsylvania station. Good pay for experienced man at ten year old independent. Profit-sharing, insurance plan and paid vacation. Box 770K, BROADCASTING.

**Needed now.** Young dj who wants to learn. You'll handle mobile unit, some news and disc show. Pay not the greatest but hops will help. This is Ohio station that swings. Rush tape to Box 783K, BROADCASTING.

### Help Wanted—(Cont'd)

#### Announcers

**Immediate openings.** Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

**Experienced combo-announcer.** Family man preferred. Send full details and tape to KASI, Ames, Iowa.

**KBUD, Athens, Texas** needs experienced staff announcer. Prefer applicants from Texas or adjoining states. $325.00 month.

**Bright, fast-paced dj** for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

**Immediate opening** announcer with sports background to handle sports show, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume, or call for interview.

**North Florida** fulltime network station needs 2 men. 1 combo, announcer-chief engineer. 1 capable announcer. Pleasant living and working conditions. Opportunity for advancement with growing chain. Send tape and references (which will be carefully checked) to Ted Powers, General Manager, WDSR, Lake City, Fla.

**Washington D.C. area's number one station** auditioning exceptionally fast, modern announcers. Send tape. WEAM.

**Wanted:** Announcer with first phone—no maintenance, $4800 for first year, 40 hour week, paid hospitalization, paid life insurance, paid vacation. Call the Manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

**First phone, announcer** and sales-announcer for 24-hour operation. Tape and recent photo. WEZY, Cocoa, Florida.

**Young, experienced deejay** for fast paced pop music format. Send actual air-check if possible. WIRK, West Palm Beach, Florida.

**1st ticket combo** for 5 kw good pop music station. Man selected must have pep, speed and know how to sell commercial copy. No rock-roll artists. Rush tape, salary expected immediately WPOM, P.O. Box 1470, Pompano Beach, Florida.

**Announcer for Toledo market,** experienced. Daytime operation. Selling ability helpful. Call or wire Walt Adams, 7861, Bowling Green, Ohio.

**"Original comedy"** intros, gags. (Material written daily.) Serving top dj's. Monthly Book, $4.00. Les Mate, 855 Oxford Ave., Los Angeles.

**TV station has openings** for announcers with or without tv experience. Good voice and neat appearance a "must". Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.

#### Technical

**Wanted:** Chief engineer-announcer capable in botn. For 250 watt independent in midwest. Station equipped with mobile unit, plus air-craft. Staff is the finest. Opportunity excellent. Successful applicant will undergo rigid investigation on morals, credit and personal habits. Income will be discussed during personal interview only. Above normal benefits provided. Write Box 565K, BROADCASTING.

**Negro studio engineer,** first phone ticket. needed at once. Southern market. Send full details first letter enclose photo. Box 690K, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

**First class telephone** announcer-technician capable maintaining Magnecorders and Collins transmitter. Box 694K, BROADCASTING.

**Experienced engineer** capable full maintenance 250 watter Rocky Mountain west. Willing to announce 40 hours week. Half days, no nights, most Sundays off. Want steady plugger assistant to manager. Salary about $5,000.00. Need dependable man for solid, dependable station. Vacancy late June. Box 768K, BROADCASTING.

**Chief engineer**—for community television system in southern city. $700 monthly. Good television maintenance ability only requirement. We will finish your training on the job. Plenty of technical assistance available. Completely supervisory position. Box 786K, BROADCASTING.

**Chief engineer:** Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

**WDRF, Chester, Pa.** has immediate opening for experienced engineer with first class license. Send full details in letter.

**Chief engineer,** immediately! Experienced only. Must know maintenance. Top pay for right man. Announcing helpful but not essential. Give background and experience. WLAS, Jacksonville, N.C.

**Engineering position:** Need man capable of servicing transitorized console, Ampex machines. Some mixing on sessions. Standard radio/tv maintenance not adequate. Knowledge of circuitry, recording, associated techniques imperative. Permanent position for imaginative, qualified engineer desiring to live in air conditioned Dallas. Reply Commercial Recording Corporation, P.O. Box 6726, Dallas 19, Texas.

### Production-Programming, Others

**Secretary.** All-around girl. Excellent pay. Box 233K, BROADCASTING.

**Immediate opening** for fulltime, experienced news director. Tell all in your letter. Send tape, salary requirement, recent snapshot. Box 657K, BROADCASTING.

**Traffic girl wanted** for Michigan radio-television operation. One of the country's fine stations. Personal interview a must. Employee benefits, ideal working conditions, congenial staff. Fast, accurate typist, good with figures and detail work. State full details and salary expected in first letter to Box 685K, BROADCASTING.

**Experienced traffic girl** for top rated independent major market. Ideal working conditions, beautiful city, all benefits. Send full information and photo. Box 725K, BROADCASTING.

**Attention** all top Storz and McLendon type program directors. Have immediate opening at executive salary for right man to program top rated independent. Must have proven record. Send full information, photo, tape, immediately. Box 726K, BROADCASTING.

**Want young man** to be program director for radio station in midwestern market of 200,000. Man with program and promotional ideas and previous dj experience. Expected to handle two-hour am show. Box 727K, BROADCASTING.

**Sports director.** Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

**News director** radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

**News director.** Must be experienced news gatherer for fast paced news operation, and capable of directing three man team. Mobile cruiser in use. Send tape, photo, resume, Fred Epstein, KSTT, Davenport, Iowa.

**Ohio, WWIZ, Lorain.** Program Director. Also need traffic-copy girl.

## Help Wanted—(Cont'd)

### Production-Programming, Others

**News director.** Must have previous experience. References will be checked. Excellent opportunity for good man. Send tape and resume to Program Director, WIZE, Springfield, Ohio.

## RADIO

### Situations Wanted—Management

**Manager:** 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

**General manager** topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

**Manager-top radio**-family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

**General manager-sales manager.** Do you need a man with evidence of his ability to build ratings and increase sales? Fifteen years experience in all phases of radio management with emphasis on sales at both national and local levels. Good agency contacts, knows merchandising, sales promotion, audience promotion, labor relations. Now is successful general manager in competitive midwestern city. Honored by offices in radio industry organizations and civic groups. Wants warmer climate for family. Box 733K, BROADCASTING.

**Florida, after May.** 12 years am-fm-tv. Management; pd: announcing; CE construction, operation; limited sales. Worth $125 start. Box 734K, BROADCASTING.

**Want top sapient** savvy running your station? With authenticated management history, here is a man available for solid opportunity regional-small markets south of D.C. Box 767K, BROADCASTING.

**Qualified** and thoroughly experienced all-around radio man desires advancement to commercial or station manager's position. Capable of handling all aspects of operation. Excellent business and credit references. Would consider modest investment in excellent potential. Western U.S. metropolitan or medium market only. 7910 Wilbur Ave., Reseda, California. Dickens 3-8279.

**Available immediately** for manager and chief engineer position. 10 years radio, train staff. Eddie Lane, P.O. Box 295, Crossville, Tennessee, Phone 59Y.

### Sales

**Salesman/announcer.** Solve challenging sales problems. Write copy. Operate board. Box 705K, BROADCASTING.

**Salesman-announcer combination.** Experienced all phases. Must be permanent, with potential and opportunity. Box 729K, BROADCASTING.

**Sales manager,** young, aggressive man with ideas and energy wishes to associate with a progressive station. Strong in sales and programming with the best of references. Prefers east or south but will consider any outstanding opportunity. Your inquiry is worth your time. Box 776K, BROADCASTING.

### Announcers

**Southern Minnesota,** 3 years experience, strong news, sell, 24, family. Box 615K, BROADCASTING.

**Available now,** negro announcer. Network quality, no clown. Mature, personable, experienced. Box 624K, BROADCASTING.

**Hello New England:** Seven years staff, all phases, married, 32, steady, well versed, well voiced, top air salesman, enjoyed by all ages. Box 631K, BROADCASTING.

**Announcer-salesman.** Presently employed in top market. Married, top money earner with sales earning four figures monthly. Seeking announcing job with slight emphasis on selling, major or medium markets only. Box 678K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**To summer-ize,** use young man for staff glib adlib, can write, etc. Your summer Good Humor man. Box 679K, BROADCASTING.

**Canadian stations:** Graduate professional Boston radio-television school. Operate board. Tape, photo, resume on request Box 691K, BROADCASTING.

**Announcer-dj,** three years experience, 22 years of age, very dependable, presently employed pd in smaller market, desire larger market, will travel for good advancement. Box 692K, BROADCASTING.

**News—special events**—plus, announcer, producer. Write radio and tv. Box 696K, BROADCASTING.

**Female, announcer plus.** Good background. Women's programs, plus. Reliable, versatile. Box 697K, BROADCASTING.

**Personality dj;** strong commercials, gimmicks. Operate board. Steady, creative. Cooperative. Box 698K, BROADCASTING.

**Gospel programs.** Announcer - producer - packager. Capable handling commercial staff duties. Box 699K, BROADCASTING.

**Young man determined** to succeed. Well trained. Any reasonable offer? Box 700K, BROADCASTING.

**Announcer, young.** Eager to learn. Cooperative. Prefer Penna. Operate board. Box 701K, BROADCASTING.

**Announcer. Mature.** Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 702K, BROADCASTING.

**Country/western music.** My strongest suit. Capable-staff controls, sales. Box 703K, BROADCASTING.

**Negro announcer/dj** intelligent, versatile. Good background. Salesman. Handle controls. Box 704K, BROADCASTING.

**Announcer-sales**—7 years, seeking position in California or Arizona. Box 706K, BROADCASTING.

**Personality dj,** program director. Six years experience. College. Seeking permanent position with power station, radio and/or tv. Previous experience includes 250-50,000 watters. Married. Available June 1st. Box 708K, BROADCASTING.

**Announcer**—Radio school graduate, professional training all phases. Operate board. Tape, resume available. Box 709K, BROADCASTING.

**Hi!** Female announcer. Ambitious, versatile. Type, sales, write copy. Relocate. Box 710K, BROADCASTING.

**Recent graduate**—professional radio school—operate board—prefer northeast, tape, photo, resume available. Box 711K, BROADCASTING.

**Mature, capable announcing,** news, copy. Dallas-Fort Worth area only. Back in Texas permanently. Last employment Palm Springs. Box 715K, BROADCASTING.

**Experienced announcer-dj,** seeking position with am station beginning operation soon in small midwest community. Married. Box 721K, BROADCASTING.

**Personality deejay-announcer,** presently in multi-million eastern market. Desires permanence, competition. Married, veteran. Box 728K, BROADCASTING.

**Eleven years radio,** television sportscasting. Live and recreated actualties of football, baseball, hockey, horse racing, basketball, boxing and others. Canadian desires good U.S. location in radio or tv. Married with family. Play-by-play of six Canadian Grey Cup Football finals for coast-to-coast network and overseas. Excellent references. Age 31. Box 743K, BROADCASTING.

**Married announcer-newsman** desires upgrade position with future. Six years commercial experience. Box 744K, BROADCASTING.

**Announcer with first phone,** 3½ years experience, towns 10,000 to 500,000—presently chief. Have tv experience. Married, one child. Prefer Tulsa or area, but? Box 745K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Topnotch announcer,** employed midwest. Successful, stable, versatile. References. Desires alert station. Starting $135. Box 747K, BROADCASTING.

**Hardworking, sober, single,** livewire, modern dj and all-around announcer. Four years experience. Prefer Ohio, Pennsylvania area. Box 749K, BROADCASTING.

**Businessman—personality** disc jockey. Mature presentation. Sophisticated delivery. Experienced in record business and broadcasting. Veteran, college graduate. Box 753K, BROADCASTING.

**First license staffer,** three years experience all phases. No maintenance. College background. Solid, reliable job, affiliate only. Rock-roll, personality stations don't answer. Virginia, West Virginia, Pennsylvania. Available immediately. Box 755K, BROADCASTING.

**AFRTS-Graduate** NAOB-Washington, 3rd ticket, MPO license. Free lance announcing, run board, strong news, dj, single, 23. Prefer New England, southern California. Box 756K, BROADCASTING.

**Announcer-newsman,** first phone, six years, good voice, seeks west. Box 758K, BROADCASTING.

**Going west with family.** Good voice. Five years experience to produce well balanced program. Mature-responsible. $115. Box 759K, BROADCASTING.

**Announcer—willing to travel,** well trained, veteran, operate board. Tape, photo, resume available. Box 773K, BROADCASTING.

**Desire to contact station** that will consider me on a trial basis. Ambitious, talented. Experience limited. Box 775K, BROADCASTING.

**Now, staff man,** CBS affiliate, news plus the guldarnest disc show you ever heard. Station victim of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of country's top ten negro deejays. Call or wire WJLS, Beckley, West Virginia.

**First phone:** Combo. Bi-lingual: Spanish-English. Married, vet, graduate professional radio school. Prefer southwest. Ron Avila, 5156½ De Longpre, Los Angeles 27, California.

**Tonsils and brain for rent".** Writes, babbles, comedelirious, original dj show. Sample tape, Canadian, will travel. Les Carter, DU 2-8376, 855 S. Oxford, Los Angeles.

**Ambitious, talented** announcer-dj. Eager to move ahead. Willing to relocate. Hours secondary. Eddie Green, 265 E. Columbia St., Hempstead, L. I.

**Mature, experienced announcer** desires a permanent position on eastern seaboard, age 21, single, restricted ticket. Excellent references. Personal interview preferred (tapes available). Will go anywhere on eastern seaboard for interview. Contact David Gotthelf, 124 West 93 Street, New York 25, N.Y. University 5-6630.

**Young announcer,** well trained, can type, will travel. Bud Hamond, 568 Mathew, Gary, Indiana.

**Terrific-experienced** sportscaster-announcer-salesman. First phone. "Livewire." Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, Calif.

**4 years experience** in all radio and tv crew positions. Can announce. Wish summer replacement work. Dick Powell, 10813 McKinney, Detroit 24, Michigan.

**Available June 1.** Young, experienced announcer-dj. Knows music, news, board. College, prefer midwest. Dick Rosenbaum, West Stadium Hall, Manhattan, Kansas.

**Three years at WWDC,** Washington, D.C.'s #1 station. Top dj ratings, knowledgeable news, convincing commercials. Age 25. Terry Sullivan, 2409 Eye St., N.W., Washington. FE 3-1053.

**Personality announcer** and air salesman with distinctive delivery. Young, ambitious to progress. Will travel. Ron Thorne, 2604 W. Montana, Peoria, Illinois. Phone 7-4031.

## Situations Wanted—(Cont'd)

### Technical

**Experienced, first phone,** transmitter, control room, remotes, and equipment construction. Box 593K, BROADCASTING.

**Chief engineer,** experienced construction, maintenance, directionals, field work and over-all station operation. No announcing. Box 666K, BROADCASTING.

**Experienced chief engineer** desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

**First phone,** engineer-announcer. 3½ years equipment experience, 7 months announcing. Directional and remote control. Also audio experience. Box 720K, BROADCASTING.

**Florida resident,** recent radio school grad, desires position in Florida. Experienced all phases board operation. Also do copywriting. Tape and photo on request. Richard Blood, 844 Tomoka Road, Daytona Beach, Florida.

**First phone** desires employment. No experience, willing to learn. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

**Radio chief** or tv technician seven years radio one plus tv. Joe McClain, WLW-I, Indianapolis.

**Engineer,** 51, life experience, single, sober, emergency fill transmitter operation, installation, or where some maintenance initiative is needed. Wallace V. Rockefeller, JU 3-2343, Wood River, Nebraska.

### Production-Programming, Others

**Program and management.** All phases. Thirteen years experience including public relations. Box 614K, BROADCASTING.

**News man**—Radio press award winner seeks major mid-west market. College graduate, 4 years experience. Excellent references. Box 695K, BROADCASTING.

**Excellent newsman;** find, write, report, victimized by sudden change in management, is available now. 3 years experience, college. Box 722K, BROADCASTING.

**Newsman.** Will gather, write, take pictures, and air. Permanent. Experienced. Box 730K, BROADCASTING.

## Situation Wanted—(Cont'd)

### Production-Programming, Others

**11 years radio and tv** experience, radio pd 6. Family man wants good salary and future promotion. Box 754K, BROADCASTING.

**Manager-program manager.** 18 years radio-tv. All phases of business in all size markets. 38 years old. Much executive and administrative experience. College. Best references. Box 779K, BROADCASTING.

**First class man** with first class license. Experienced and completely qualified for news direction, sales, program direction and announcing. Family man with superlative business and credit references. Rocky Mountain, southwest or far west metropolitan areas only. 7910 Wilbur Avenue, Redesa, California, Dickens 3-8279.

## TELEVISION

### Help Wanted—Sales

**Excellent opportunity** for aggressive young salesman to represent major southwest market station in adjoining city. Unusual compensation plan to right man. Send resume to Box 693K, BROADCASTING.

**NBC affiliate** in major eastern market needs young, aggressive, ambitious local tv salesman. Top compensation, unlimited potential, great opportunity for good man. Send resume, photo immediately to Box 707K, BROADCASTING. Replies confidential.

**Sales manager** for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

**Exceptional opportunity** for effective and experienced sales manager in large Texas market vhf. Box 760K, BROADCASTING.

### Announcers

**Persuasive air-salesman** for south Texas vhf. Box 762K, BROADCASTING.

**Announcer-switcher** for Texas station. Box 764K, BROADCASTING.

**Fastest growing** tv outlet in the south has opening for experienced on-camera and booth man. Will consider neat appearing radio man with no tv experience. Phone John Turner, Monroe, Louisiana, FA 5-5656 or El Dorado, Arkansas, UN 2-3488.


## TO A SINGLE OR MULTIPLE STATION OPERATOR

***Are You Looking for a General Sales Manager who***

**will increase your revenue**

**can manage your operation(s) someday with your own vigilance for profits, efficiency and quality.**

**knows how to keep national reps on their toes with personal calls and fact-filled data that agencies and accounts buy from.**

**applied new sales concepts and successfully directed sales for 50 kw when rate was 3 to 4 times higher than closest station in 12 station, 6 million market.**

**will initiate or rigidly maintain one-rate card.**

**never sold ratings and can eliminate most merchandising expenses without sales loss**

**offers you next 30 years (Lord willin') in exchange for chance to participate in profits and purchase part ownership.**

**needs chance to earn around $20,000 first year.**

**has 10 solid years experience, management and sales in radio, advertising, food and appliances, married, BA.**

***AVAILABLE FOR PERSONAL INTERVIEW—NOW.***

**Box 774K, BROADCASTING.**

## Help Wanted—(Cont'd)

### Technical

**Studio and transmitter engineers** with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

**Studio technician** with first class license, familiar with operation and maintenance of RCA studio equipment. Send resume with experience and references. A. H. Chismark, Director of Engineering, WHEN-TV, Syracuse, N. Y.

### Production-Programming, Others

**Film director:** For midwest tv station. This man is currently working in a tv film department, and is ready to move up to department head. He knows slide, stills, silent and sound film procedures. He is a good darkroom man. He knows shipping. He feels qualified to act as a supervisor. If you are this man, send a complete resume to Box 634K, BROADCASTING.

**Experienced newsman** capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

**Promotion and presentation** writer-designer wanted by southwestern station. Box 761K, BROADCASTING.

**Texas vhf** needs experienced staff artist with high degree of creativity. Box 763K, BROADCASTING.

**Experienced floorman,** cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

**Continuity writer:** to join writing staff of midwest tv station. TV experience not necessary, must have radio or school background. Send sample copy and personal data to Jack Kelin, Program Director, WTVO, Rockford, Illinois.

**Experienced commercial copywriter** for top Miami television station. Prefer station experience in stations doing most of own copy work or major radio experience in same type of station. Submit resume, copy samples and salary expected to Personnel Director, WTVJ, P.O. Box 2770, Miami 31, Florida.

## TELEVISION

### Situations Wanted—Management

**Manager or commercial manager:** 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

### Sales

**Ten years radio-tv** commercial experience, air work, sales, production, agency, top references. Young family man now planning permanent move to southern or central California. Write: 2800 - 38th St., Des Moines, Iowa.

### Announcers

**Mature, capable** radio announcer, excellent appearance, desires tv Dallas-Fort Worth area. Back in Texas permanently. Last employment Palm Springs. Box 714K, BROADCASTING.

**Expert horse race announcer** seeks tv and radio connection in addition to track PA position. Top notch in all sports. Tapes on request. Box 716K, BROADCASTING.

### Technical

**11 years experience,** 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, operations, maintenance. Box 579K, BROADCASTING.

**Chief engineer.** 9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 771K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Technical

**First phone**—Experienced in operation and maintenance of RCA equipment. Car. Will relocate. Box 772K, BROADCASTING.

**College-man—seeking** summer position. 5 years technical and on-the-air experience. Will travel. Box 778K, BROADCASTING.

### Production-Programming, Others

**News director.** Thirteen-year background includes public relations. Resume, photo, SOF. Box 613K, BROADCASTING.

**Television director** with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

**Help! Production manager,** 6 years experience, presently employed, must relocate with normal, well adjusted station before losing mind completely! Would prefer southeast-southwest, but can't be too choosy. Someone please make decent offer. Have resume, etc. Will travel. Box 717K, BROADCASTING.

**TV program and production manager.** Ten years experience. Currently heading own agency but desirous of getting back in tv harness. Willing to locate anywhere. Box 732K, BROADCASTING.

**Experienced, authoritative,** newscaster. Gather, write, edit own news and films. Mature, reliable. Box 780K, BROADCASTING.

**Cameraman-announcer-writer.** Recent college grad. Relocate. Summer replacement considered. Box 784K, BROADCASTING.

## FOR SALE

### Equipment

**Schafer program** automation deluxe package including program preparation unit, plus Schafer remote control model 400R, relay tester and spare relays. All new (delivered just before Chicago Convention) never used. $11,712.00 value at substantial saving, all or part. Inquiries invited. Box 766K, BROADCASTING.

**Transmission line.** 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

**1 REL 518-B-DL** 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

**Gates BC-1J—1 kw transmitter,** 3 years old, complete with tubes, diode, antenna coupler, remote control, motor rheostat, plate and current kits for remote metering plus 5 KVA voltage regulator, all perfect shape. $3300. Mel Stone, WLOB, Portland, Maine.

**General Electric** 8 bay fm antenna and 240 feet Andrew 6⅛" coaxial line with fittings. Best offer within one week takes either or both. WSIX, Nashville, Tennessee.

**Commercial crystals** and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

**New:** Ampex 350-2P $1560; 350-2U $1485; A 122 $466; Grove, Roslyn, Pa., TUrner 7-4277.

**Weather warning receivers** for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

**G.E. BT-3A** 3 kw fm transmitter in excellent condition, some spare tubes, cables, manuals. Price $2500. RCA TK-41 color cameras available. Also supply am, fm, tv transmitters studio equipment, STL. Many other broadcast items. Write or call. Technical Systems 12-01 43rd Ave., L.I.C. 1, N.Y.

## WANTED TO BUY

### Stations

**Want single market** station in Florida, Alabama, Georgia, South or North Carolina. All replies confidential. Box 712K, BROADCASTING.

**Revenue problems?** Will invest and contribute successful management experience. Top records in revenue expansion. Box 769K, BROADCASTING.

**Experienced broadcasters** want to lease small-medium market station in southeast. Option considered. Box 785K, BROADCASTING.

### Equipment

**Dry modulation transformer** for a 10 kw BTA 10-F RCA broadcast transmitter using two 892-R tubes on Class "C". Box 652K, BROADCASTING.

**Wanted remote tv truck,** good heavy duty minus technical equipment, for west coast tv station. Send information and cost to Box 724K, BROADCASTING.

**Used 1 kw uhf transmitter.** Address Box 746K, BROADCASTING.

**Need small audio console.** Can be old but must be working or workable. Box 757K, BROADCASTING.

**Collins 20-V transmitter** in good condition for cash, interested in console and monitoring equipment, please state condition and price. Howard C. Gilreath, Radio Station WVOP, Vidalia, Georgia.

## INSTRUCTIONS

**F.C.C. first phone** preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

**F.C.C. License** in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

## MISCELLANEOUS

**Personalized bingo cards** for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

**Showtape Productions, Inc.,** producers and distributors of taped radio programs. 706 Avenue of the Americas, New York City. Judson 6-5095.

## RADIO

### Help Wanted—Technical

**SALES ENGINEER**

Broadcast equipment manufacturer has immediate opening for sales engineer to travel and call on radio stations in Pennsylvania. This is a once-in-a-lifetime opportunity. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales-minded individual. Technical background essential. Permanent position. Many company benefits. Send resume.

Box 748K, BROADCASTING.

## TELEVISION

### Situations Wanted

### Production-Programming, Others

**TV**

**PRODUCTION-PRODUCER-DIRECTOR AVAILABLE**

**College graduate with major in TV-radio. Two years in Army spent in TV directing and producing. Know costs thoroughly. Prior to service worked in major TV station, handling both network and local shows. Excellent industry references from film, network, station representative and government. Salary secondary to opportunity with progressive, creative station. Single, Age 26. May I send you full details today? Would like personal interview at my expense.**

**Box 682K, BROADCASTING**

### FOR SALE

### Equipment

**FOR SALE**
**TV OR FM TOWER**
*Priced to Sell*

400 ft. Stainless Triangular Guyed Tower.

**Only Four Years Old**
**Will support RCA 12 Bay High Band TV Antenna**

***IDEAL FOR TV OR FM***
**Write Box 681K, BROADCASTING**

### PERSONNEL SERVICE

*Looking for . . .*
QUALIFIED BROADCASTERS?
A BETTER JOB?
*Employers and Applicants Contact*
DISK JOCKEY
PLACEMENT CENTER, INC.
*Agency Specializing in*
BROADCASTING • ADVERTISING
PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322
*(Enclose return postage with tapes)*

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

# FOR SALE

## *STATIONS*

**1 KW MIDWEST DAYTIMER**

Good profit picture. Owner selling for personal reasons. Substantial cash required. No real estate. No brokers, please.

Box 782K, BROADCASTING

| | | | | |
|---|---|---|---|---|
| Calif. | Medium | 250w-F | $150M | terms |
| La. | Single | 250w-D | 35M | terms |
| Ala. | Medium | 1kw-D | 65M | terms |
| Ga. | Small | 1kw-D | 47M | cash |
| W.Va. | Small | 250w-F | 30M | terms |
| Ill. | Single | 500w-D | 80M | terms |
| Ky. | Medium | 1kw-F | 175M | terms |
| Pa. | Small | 1kw-D | 100M | terms |
| Fla. | Small | 500w-D | 60M | terms |
| N.C. | Medium | 1kw-D | 200M | terms |
| N.Y. | Medium | 5kw-D | 250M | terms |
| Fla. | Medium | 1kw-D | 120M | terms |
| Mich. | Medium | 1kw-F | 325M | terms |
| S.E. | Metro | 500w-D | 75M | terms |
| S.E. | Major | 5kw-D | 250M | terms |
| Fla. | Large | 250w-D | 250M | terms |
| South | Major | 250w-F | 200M | terms |
| S.W. | Small | AM-TV | 375M | terms |

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

atlanta
1182 w. peachtree
chicago
205 w. wacker
new york
1270 ave. of americas
santa barbara
33 w. micheltorena

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**
**ESTABLISHED 1946**
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
**HOWARD S. FRAZIER, INC.**
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

**Patt McDonald, Box 9322, Austin, Texas. GL 3-8080 offers: Southern regional daytimer, making money. Valuable real estate incl. $97,500, 29% down. 10 years payout! Texas regional daytimer, semi-major market. In black. $180,000, 29%, bal. 7½ years. Texas regional fulltimer; valuable real estate. Big money-maker. Billing $100,000 annually with $3,700 overhead excluding owners withdrawal. $170,000 firm, 27% down, easy payout.**

**NORMAN & NORMAN**
INCORPORATED
Brokers — Consultants — Appraisers
**RADIO-TELEVISION STATIONS**
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

**STATIONS FOR SALE**

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
**JACK L. STOLL & ASSOCIATES**
**6381 Hollywood Blvd.**
**Los Angeles 28, Calif.**
**HOllywood 4-7279**

*Continued from Page 102*

of Standard Bcstg. Corp. and Clifford C. Harris for am facilities in Oswego, N.Y. Action April 22.

**By Hearing Examiner Annie Neal Huntting**

Granted oral request of Miners Bcstg. Service Inc., for continuance of hearing from April 28 to 9:30 a.m., April 30, in proceeding on its application and that of Valley Bcstg. Co. for am facilities in Lehighton and Kingston, both Pennsylvania. Action April 27.

Received in evidence Vincent De Laurentis exhibit no. 219 and closed record in proceeding on his am application and that of Orange County Bcstg. Corp. (WGNY), Newburgh, N.Y. Action April 23.

Granted petition by Valley Bcstg. Co., for leave to amend its application for am facilities in Lehighton, Pa.; amendment proposes reorientation of Valley's directional antenna in order to eliminate question of possible violation of sec. 3.28 (c). Action April 22.

**By Hearing Examiner H. Gifford Irion**

Continued from May 11 to June 1 date for conference of engineers in proceeding on applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action April 27.

Granted petition by Paul A. Brandt for continuance of hearing from April 24 to April 29 in proceeding on his application for am facilities in Gladwin, Mich. Action April 22.

Granted petition (as corrected by supplement) by Courier-Times Inc., New Castle, Ind., for leave to amend its am application to change trans. site and make changes in proposed DA pattern. Application is in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al. Action April 21.

**By Hearing Examiner Jay A. Kyle**

Granted motion by WYSR Inc. (WYSR), Franklin, Va., for leave to amend its am application to specify 40-ft. increase in ant. height of existing WYSR ant. tower and continue operation with authorized power of 1 kw, and application as amended is removed from hearing and returned to processing line; retained in hearing status application of Farmville Bcstg. Co., Farmville, N.C. Action April 27.

On own motion, for reason that there are currently pending certain pleadings awaiting Commission action in proceeding on am application of Malrite Bcstg. Co., Tiffin, Ohio, continued without date hearing scheduled for April 30. Action April 23.

**By Hearing Examiner Forest L. McClenning**

Scheduled prehearing conference for April 29 in proceeding on application of Southbay Bcstrs., for am facilities in Chula Vista, Calif. Action April 21.

Received into evidence exhibit no. 17A submitted April 17 by Russell G. Salter Inc., and closed record in proceeding on applications of Salter, et al., for am facilities in Dixon, Ill., and Racine, Wis., and ordered that proposed findings of fact and conclusions of law shall be filed on or before May 27 and reply findings on or before June 10. Action April 21.

**By Hearing Examiner Elizabeth C. Smith**

Granted motion by Richard F. Lewis Jr. Inc., of Waynesboro, one of the respondents in proceeding on application of Musical Heights Inc., for am facilities in Braddock Heights, Md., and continued hearing from May 14 to May 22 and date for exchange of programming exhibits from May 1 to May 8. Action April 24.

**PETITION FOR RULEMAKING FILED**

**WSBT South Bend, Ind.** (4-16-59)—Requests increase of power of class III standard broadcasting stations to maximum of 25 kw power. Ann. April 24.

### INSTRUCTIONS

**Want a TV or Radio Job?**
**as announcer, writer, producer?**
**The National Academy of Broadcasting**
**3338 16th St. N.W.**
**Washington, D. C.**
*Trains and places men and women in*
**TOP JOBS**
**New term starts May 29. Send for folder and list of positions available.**
**Call DEcatur 2-5580**

# *The paradox of Florida summers*

Many people think because Florida is warm in winter its summers must be scorchers. The facts, which run contrary to this general opinion, make a newsworthy feature enlightening as only a paradox can be.

Those who have never visited Florida in summer are always surprised to learn it is cooler than many places a thousand miles to its north.

For example: According to U. S. Weather Bureau figures, the record high temperature at Miami stands at 95°. This compares with New York's record high of 102°, Cleveland's 105°, Chicago's 105°, Denver's 105°, St. Louis' 112°, and Los Angeles' 109°. Miami's normal summer-time maximum temperatures range below 90° and no point in the state registers the extreme highs recorded in these more northern cities. Cool morning and evening air tempers the climate and prolonged heat waves are unknown.

Though most of Florida lies in subtropic latitudes, the whole state benefits from a unique insular location. It is cooled by breezes off Gulf of Mexico and Atlantic Ocean waters and thousands of inland lakes. State-wide daily mean summer temperatures, reported by seven Florida U.S. Weather Bureau Divisions, have an average of 82.1°.

Florida's ideal summers coupled with attractive off-season rate reductions, now vie with its winters for vacation popularity.

**WANT MORE FACTS, PHOTOS?**

The Florida State News Bureau is at your service. Photos, TV-movie shorts, or custom-tailored feature material for your exclusive use can be supplied. Just write or wire . . .

*Florida Development Commission*
*515-X Carlton Building*
*Tallahassee, Florida*

**Florida**

YEAR 'ROUND LAND OF GOOD LIVING

## OUR RESPECTS TO . . .

# Aloysius Burke Crotty

A. Burke Crotty remembers the day as if it were yesterday. But it was 20 years ago last Thursday (April 30) that Mr. Crotty and other members of an NBC crew participated in an epoch-making event: the telecasting of the opening of the New York World's Fair on April 30, 1939, marking the advent of the first regular schedule of tv broadcasts in the U.S.

Today, Mr. Crotty is vice president in charge of radio and television for Ellington & Co., New York advertising agency. But 20 years ago, he was producer of remote telecasts for NBC. Everyone was keyed up for the World's Fair telecast, Mr. Crotty recalls, but operations ran smoothly. He remembers the many dignitaries who appeared on the first program, including President Franklin D. Roosevelt and Maj. Gen. James G. Harbord, then RCA board chairman; David Sarnoff, RCA president; Lenox R. Lohr, NBC president; Neville Miller, NAB president, and Dr. Vladimir Zworykin, RCA scientist.

Mr. Crotty subsequently was involved in a round of television "firsts", among which are the telecasting of the first college baseball game, the first heavyweight boxing bout, the first college football game and the first political (Republican) convention in 1940. Mr. Crotty recalled that after he had left NBC and joined ABC, he produced the first on-the-air programs of WMAL-TV Washington, WNBQ (TV) Chicago (now WBKB) and WABC-TV New York.

**Enthusiasm Still Strong** • After 20 years, Mr. Crotty still retains his enthusiasm for television, but acknowledges that the medium in one sense has "disappointed" him over the past three years. He believes there was "more excitement in the old days," adding, "That was an era of experimentation. Today, programming is largely out of the hands of broadcasters and is controlled by people who do not know advertising. In the past few years, programming has been of the 'copy cat' variety and I mean westerns and whodun-its. I maintain that these programs do not provide the proper environment for a commercial."

He regards as "heartening" the present trend toward live specials and believes this type of programming will be accentuated more and more over the next few years.

Mr. Crotty is a medium-sized man with a ruddy complexion and blue eyes that seem to twinkle constantly. He is a fluent and engaging conversationalist. The "A" in his name stands for "Aloysius" but he always has been known as Burke to his friends.

Mr. Crotty was born in Atlantic Highlands, N.J., on Sept. 3, 1911, but since his father was a shoe salesman, the family lived at various times in New York, Illinois, Michigan and New Jersey. He was graduated from George Washington High School in New York in 1931. While still a senior he obtained a job in the mailroom at NBC. Mr. Crotty explains that he was forced to stay out of high school for a year because of a hip injury and he decided to accept the position "to make up for lost time."

**NBC Is the Winner** • His family had hoped he would attend Harvard U. and study for a career in medicine, but Mr. Crotty found his introductory taste of broadcasting too palatable. He chose to remain with NBC.

In 1932 Mr. Crotty was appointed photo editor of the NBC press department. He remained in this position for seven years and the knowledge and background he acquired proved useful when NBC organized its television operation in 1939.

He points out that as photo editor, he learned about photography in all its phases, including newsreel photography. He carried on a spirited campaign to associate himself with the fledgling television unit and early in 1939 he was appointed producer of remote telecasts.

Mr. Crotty recalls these early days as "lots of fun," but confesses the work was "hard" and the pace was "hectic." Numerous problems cropped up and solutions had to be tested for their feasibility. Mr. Crotty and his colleagues, for instance, designed the black and white trunks worn by boxers appearing on telecasts.

TV PIONEER CROTTY
Keen on 'commercial environment'

Despite his hip injury, Mr. Crotty tried to enlist in the Army, Navy and Marines shortly after Pearl Harbor but was rejected. "But, naturally I was drafted in 1944," Mr. Crotty comments with good humor. Inducted as a private, he was assigned to produce USO shows at the Hampton Roads Port of Embarkation in Newport News, Va. He attended Officer Candidate School of the Signal Corps at Fort Monmouth, N. J., in 1945. He passed the course and was commissioned a second lieutenant. He was released from service in 1946.

**Station Experience Next** • He returned to NBC after the war but resigned in 1947 to join ABC-TV as an executive producer. For six months, the network assigned Mr. Crotty to WMAL-TV Washington, which then was going on the air as an ABC-TV affiliate. He served there as manager of television. Similarly, he was dispatched by ABC-TV to WABC-TV New York, WNBQ (TV) Chicago and WXYZ-TV Detroit.

In 1950 Mr. Crotty joined the Ellington agency as executive producer. He was promoted to vice president in charge of radio-tv in 1957. Among the programs he produced for Ellington were the *Celanese Theater* (ABC-TV), *Ellery Queen* (ABC-TV), *Saturday Night Fights* (ABC-TV) and *Cities Service Band of America* (NBC Radio). He points with pride to *Celanese Theater,* which won a Peabody Award in 1951.

Ellington's clients now are active in local program sponsorships and spot radio-tv. The list includes Cities Service Oil Co., Celanese Corp. of America, Pharmaco Inc., Houbigant Sales Corp. (perfumes and cosmetics), April Showers Toiletries and Stroehmann Bakeries.

**The Right Impression** • "In producing commercials for these clients," Mr. Crotty reveals, "we try not only to create 'sell' copy but also a favorable corporate image. We're proud to say that we've obtained some very satisfactory results."

Mr. Crotty married the former Louise Schneider of New York in 1936. They have a daughter, Gale, 16, a student at the Oakwood School in Poughkeepsie, N.Y. The family home is in Redding, Conn.

He is a member of the Radio & Television Executives Society, the Academy of Television Arts & Sciences and the Silver Spring Country Club in Ridgefield, Conn. Mr. Crotty is an outdoor man: he enjoys horseback riding and salmon fishing.

## Labor's day

LABOR was in the news last week. NBC-TV was struck without warning by NABET in the first incident involving video tape. President Eisenhower last Wednesday expressed disappointment over the Senate's labor legislation passed the preceding week because it does not deal effectively with secondary boycott or blackmail picketing.

The NABET strike is indicative of the arrogance of labor unions since the last elections in which labor-supported candidates won handily almost everywhere. The Kennedy Bill as passed by the Senate proved the strength of labor lobbying in that body.

Broadcasters are vulnerable to the economic pressures applied by labor unions because they are small employers. Two stations which suffered secondary boycotts last year received no help under the existing law.

The Kennedy Bill goes to the House. The President expressed the hope that it will pass a stronger bill. Broadcasters hope so too because they become sitting ducks without protection against secondary boycotts.

The NAB Labor Committee met in Washington last Wednesday, in the midst of the turmoil. A subcommittee was named by Committee Chairman Ward Quaal, WGN-AM-TV Chicago, to direct legislative activities. With him are Les Johnson, WHBF-AM-TV Rock Island, Ill., subcommittee chairman, and William Grant, KOA-AM-TV Denver.

Broadcasters, in their own self-interest, should make known to their Congressmen, who now alone have the power to act, the dire consequences of failure to provide protection against the practices of secondary boycotting and coercive picketing, among other evils.

## Option time crackdown

THE world of television won't have to wait until the June 22 reply deadline to learn the reaction of networks and affiliated stations to the FCC's rule-making proposal that option time be cut by one-half hour per segment and that other restrictions be imposed on network clearances.

The three television networks will oppose the restrictions down the line. The affiliates, through their representative committees which testified a year ago in the Barrow network proceedings, can be expected to renew their pleas for the *status quo* on the three-hour segments. But, to varying degrees, they may go along with the other proposals.

In its ruling, which had the full backing of only four of the seven commissioners, the FCC again concludes that option time is essential in the operation of networks and that networks are necessary. It has done this in the face of a Justice Dept. opinion that option time appears to constitute a violation of the antitrust laws.

Thus, the FCC's proposed action is in the nature of a compromise. It could just as well conclude, after receiving the comments next June and the replies 30 days later, that the existing rules are in the public interest. Or it may ordain a deeper cut than one-half hour per segment.

What is most disturbing is the FCC's further intrusion into contractual and business affairs of stations, networks and other program suppliers. This departs from the Congressional intent in creating the FCC as a regulatory body to effect orderly allocations and to see that electrical interference is controlled.

If the FCC's proposals were adopted *in toto* the Commission would create for itself a new and thankless problem—policing network-affiliate relations. The FCC has complained over the years that it does not have the budget or manpower to adequately perform its present functions.

Option time and all of the other clearance problems spring from the scarcity of stations in some top markets. If the FCC resolves the allocations plight, there would be no pressures from non-network groups.

One day the tv scarcity problem will be solved. The FCC is actively pursuing this goal, under the eyes of Congress. It would be wrong to saddle existing stations and networks with onerous and possible destructive regulations if the problem can be solved through interplay of competition by alleviating the scarcity factor.

## Destination Washington

WHATEVER decisions may emerge as a result of the Greenbrier meetings 10 days ago, the American Assn. of Advertising Agencies is entitled to an "A" for achievement there in coming to grips with advertising's public relations problems.

These problems—and ways of meeting them—dominated the business sessions of the convention, as reported in this journal a week ago. The agency leaders heard about them on all sides: from a Congressman, from their principal banquet speaker, from their retiring chairman, Dave Danforth of BBDO (MONDAY MEMO, April 20). And the new chairman, Bob Ganger of D'Arcy, saw a "vital need" for greater understanding between advertising and its "publics."

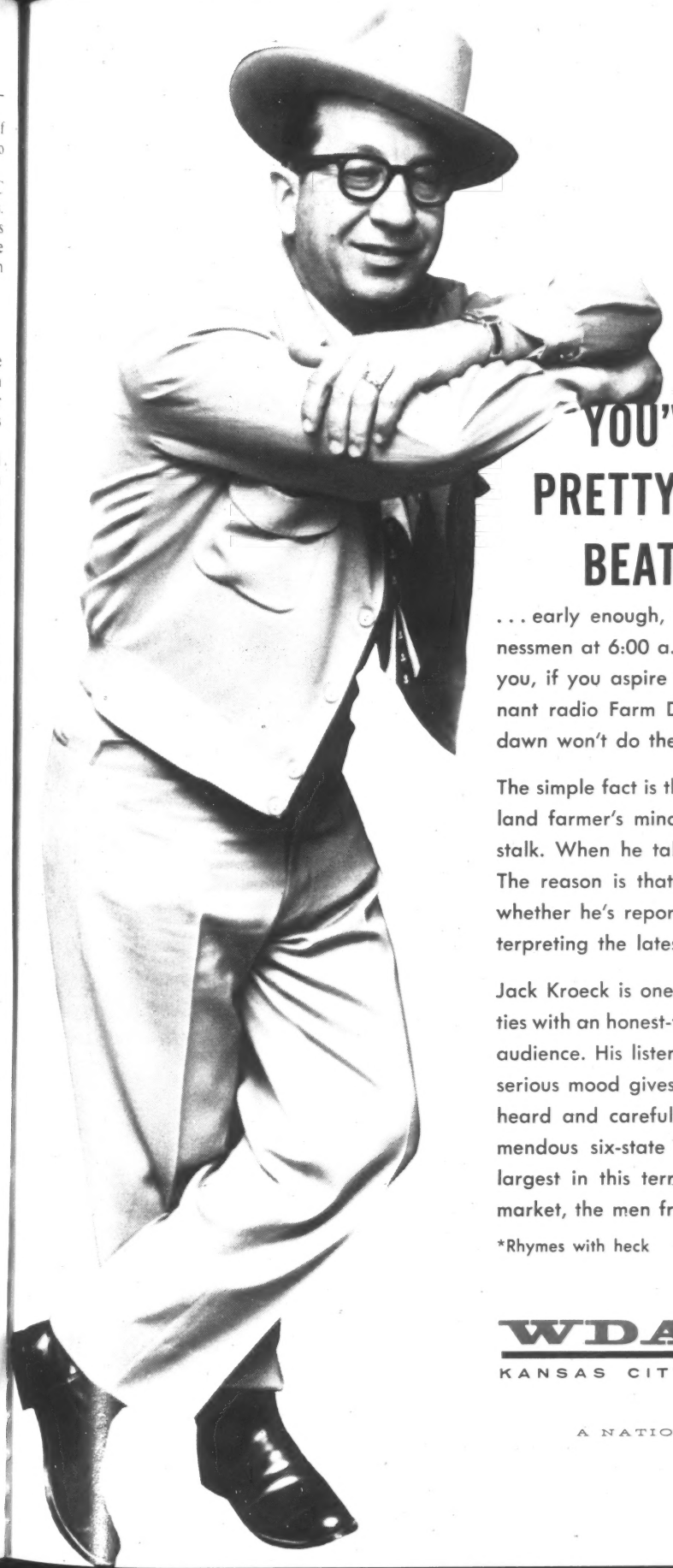
It didn't just happen that pr in one phase or another, especially government relations, occupied such a high place on the agenda. Obviously Chairman Danforth, President Fred Gamble and the other convention planners intended it to be that way.

Delineating the problem is the first step toward solution in any situation. So the Greenbrier sessions, having so amply and articulately pointed up the difficulties advertising faces in getting across a true picture of its function, must be called successful.

Action, of course, must follow delineation in the sequence toward solution. Chairman Ganger mentioned proposals for "lobbying, for a Washington headquarters for advertising, for a self-imposed levy on advertising revenue to finance a public education campaign, and for many other kinds of action" as possibilities that are being considered. What course will be chosen—and whether it will involve separate AAAA projects or will proceed through the Advertising Federation of America or as some such joint undertaking —remains to be seen. But it is clear that advertising's image problem, like the one with which television is wrestling, will not go away unassisted.

Drawn for BROADCASTING by Sid Hix

*"So I said to the publisher, let's drop the damn tv log out of the paper and see what happens. . . ."*



# YOU'VE GOT TO GET UP PRETTY EARLY TO BEAT JACK KROECK*...

. . . early enough, in fact, to talk to attentive farm businessmen at 6:00 a.m., six days a week. Unfortunately for you, if you aspire to replace him as Kansas City's dominant radio Farm Director, simply setting your alarm for dawn won't do the job.

The simple fact is that Jack's drilled himself into the Heartland farmer's mind like a corn borer into a fresh green stalk. When he talks, the prosperous farm group listens. The reason is that Mr. Kroeck speaks with *authority* . . . whether he's reporting fast-breaking market prices or interpreting the latest Washington legislation.

Jack Kroeck is one of the few remaining radio personalities with an honest-to-goodness pre-television style *listening* audience. His listeners want facts, not entertainment. This serious mood gives his sponsors a rare opportunity to be heard and carefully considered throughout WDAF's tremendous six-state coverage area . . . far and away the largest in this territory. If you're interested in the farm market, the men from Christal have the facts.

*Rhymes with heck

WDAF 610 on the dial SIGNAL HILL NBC

KANSAS CITY, MO.

A NATIONAL THEATRES STATION